Published by
ROBBINS PUBLISHING COMPANY, INC.
9 E. 38th St.
New York, N. Y.

J. H. MOORE
President

HARLAND J. WRIGHT
Vice-President and Publisher

F. C. KENDALL
Treasurer

MERTON C. ROBBINS, JR.
Secretary

MERTON C. ROBBINS, JR.
Representative
New York
9 E. 38th St.

H. J. HOOLE
Representative
Chicago, Ill.
Peoples Gas Bldg.

NED BRYDONE-JACK
Pacific Coast
Representative
Los Angeles, Calif.
714 West 10th St.

MURIEL C. HENRY
Associate Editor

J. M. BOCHNER
Art Director

Publication Offices: 56th and Chestnut Streets, Philadelphia, Pa. U. S. A. Editorial and Executive Offices: 9 East 38th Street, New York. Telephone: CAledonia 5-9770; Cables: Robinpub, New York; Codes ABC 5th Edition. Subscription rates payable in advance: United States $3.00 a year; Canada $3.00 a year; Foreign $4.00 a year. Single copies 30c. Volume Forty-three; Number Five.

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

WILLIAM LAMBERT
Editor

MAISON G. deNAVARRE, PH.C., B.S.
Technical Editor

CONTENTS • NOVEMBER 1941

REGULAR FEATURES

Why FOOL YOURSELVES

When C. C. White Wax 152/154 F.M.P. (White Ceresin) is not a "war baby", but has been used continuously since before the First World's War by discriminating manufacturers — in cold cream formulation.

C. C. Wax is available—dependable—and reasonably priced. Try it.

A. C. DRURY & CO., INC.

★

Gums and Vanillas
for 85 years
THURSTON & BRAIDICH
NEW YORK
Specialties:
Gum Arabic — Gum Karaya — Gum Tragacanth—Vanilla Beans—Tonka Beans.

★

Talc
Oldest and largest in U.S.A.
SIERRA TALC CO.
LOS ANGELES, CALIF.
Sierra Talcs approximate the ideal—chemically and physically—and excel in uniformity of milling and color.

★

Castile Soap
Of utmost uniformity
LACO PRODUCTS, INC.
BOSTON · NEW YORK
Manufacturers and Importers
Castile Soap U.S.P. "Laco"
Powdered — "Purls" — Bars

★

Beeswax
Since 1852
THEODOR LEONHARD WAX CO.
Established 1852
HALEDON, PATERSON, N. J.
Bleachers & Refiners of Bees-Wax. White Bleached Bees-Wax T. L. Brand. Extra Quality—U.S.P. and 100% pure.

★

Stearic Acid
Superiority founded on performance
THE HARKNESS & COWING CO.
CINCINNATI, OHIO
Manufacturers of Stearic Acid Saponification Process.

★

Medicinal White Oils
Qualities unsurpassed
THE ATLANTIC REFINING CO.
PHILADELPHIA, PA.
260 South Broad Street
Petroleum Products
White Mineral Oils U.S.P. for pharmaceutical and cosmetic uses. All gravities, all viscosities.

★

Precipitated Chalk
Sturge's "Sturgeon Brand" leads the world
H. J. BAKER & BRO.
NEW YORK
Sturge's English precipitated chalk U.S.P. Extra Light—Dense.

As for ourselves—having engaged in the importation and distribution of raw materials from many parts of the world since before the first World's War, we confidently invite your inquiries and orders.

A. C. DRURY & CO., INC.

219 East North Water St. **Chicago, Illinois**

NEWS FROM WASHINGTON

Alcohol definitely more plentiful for normal needs

Industrial alcohol is definitely more plentiful. There is no reason why the industries served by THE AMERICAN PERFUMER should lack whatever they actually require. This word comes from the Office of Civilian Supplies. Register the thought, however, that this does not mean the supply is abundant or will be abundant. Also it does not mean that great reserves may be stocked up. The easing of the scarcity results from the use of the 20,000,000 bushels of corn supplied by the Department of Agriculture which is being turned into 50,000,000 gallons of alcohol by the whisky distillers for the use of the War Department in manufacturing munitions. This releases the pressure on the commercial alcohol manufacturers. They are thus able to sell their product to users of industrial alcohol, because they may secure relaxation of their mandatory Government contracts, and sell to their own trade. Lawrence Brown, head of the OPA chemical section, says the situation should be normal, at least the rest of this year.

It is anticipated, however, that more scarcity will develop during the earlier part of 1942. There are many indications the production of alcohol from the sugar cane of the West Indies, Hawaii, the Philippines, and elsewhere, will be scant. The reason roots in a number of causes. Ship cargo space is constantly dwindling. Difficulty of transport is constantly spreading. War is regarded as certain to make shipping communication on the Pacific and from Latin America comparably as difficult as it is in other regions. Many other equations prompt OPA persons in the know to regard alcohol scarcity in 1942 as almost certain. This has prompted officials in OPM, OPA, and in permanent Government agencies, to urge that the same one-man agency take over the industrial alcohol problem which has so brilliantly solved the other problems enabling the perfume, toiletries and allied industries to secure almost normal supplies of raw materials from overseas, either Europe, Asia or Africa. This performance has aroused high admiration in Washington. At present these industries are notable in the Capital because they have few complaints. The situation is almost unique.

Clarence W. Farrier, newly-appointed price executive of OPA, supervises price controls on industrial alcohol. In October butyl alcohol and methyl alcohol were brought under the price schedule. Butyl alcohol was given a ceiling of $10\frac{3}{4}$c. a pound in tank car lots delivered in the East. Methyl alcohol was scheduled at 60c. a gallon delivered East of the Mississippi, and 63c. West of the Mississippi. In certain instances smaller producers of industrial alcohol are permitted to charge 5c. a gallon more than the established maximum.

Hearings on Food, Drug and Cosmetic act

The President asked Congress to appropriate $15,900 to permit the General Counsel of the Federal Security Agency to employ more officers in order to handle the increased hearings in prospect under the Food, Drug and Cosmetic Act. The exact nature of the hearings is not specified. The Agency says the hearings will cover all activities of the Food, Drug and Cosmetics Administration. The funds will be provided, promptly, by Congress.

Prevailing wage schedule likely to be maintained

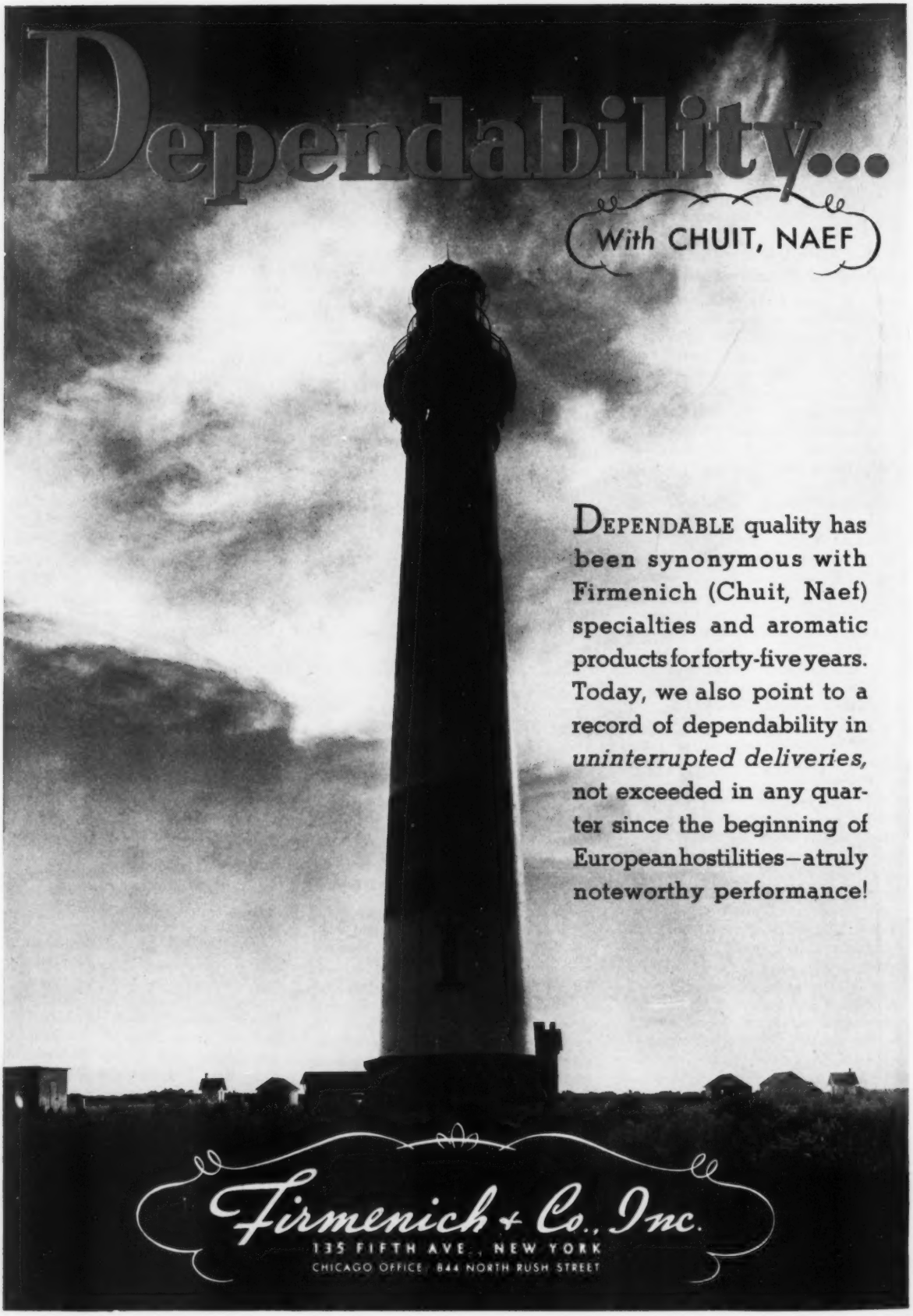
There is little doubt the prevailing wage schedule in the toilet goods industry will be maintained and made uniform. The ruling will apply to those employed as clerks, maintenance and shipping workers, sales people, working in manufacturing or packaging establishments dealing in dentifrices, cosmetics, perfumes, or other preparations used for external application to the person for cleansing, refreshing or improving the appearance. It will not apply to those employed in establishments making or packaging shaving cream, shampoo, essential oils, glycerine, soap or crude botanical drugs. And it will not apply to those employed in establishments mainly engaged in sales or resales activities.

Special note should be taken that Wage-Hours warns every employer over whom it has supervision to keep meticulously exact records of hours worked and wages or salaries paid to employees. If the records are not accurate and dependable the employer will not only be penalized, but the claim of the employee will be accepted at face value in any settlement ordered.

Work of Miss Mary Douglas attracts government attention

Government officials have been interested in the report of the exploratory tour around the United States by Miss Mary Douglas, of New York City, to determine whether or not American flowers may be used for sachets and perfumes. Miss Douglas, who studied production of roses in France and other Mediterranean countries, and has expert knowledge of the European processes of drying tender young buds so they retain delicate color and form, inspected flower centers at various places. She made especial studies at Tyler, Tex., which has an area of more than 2,000 acres of roses. Millions of buds are wasted each year. More than half the supply of American rosebushes is reported to be produced within ten miles of Tyler. The bushes are grown in nurseries for transplanting in gardens. To make the plants strong, buds all are pinched off during the summer months, and the bushes are allowed to come to bloom only during October, the period of Rose Festival.

Miss Douglas hitherto has gone to Europe for flowers for sachets, bringing back pink rosebuds and lavender violets from France; blue malva and Roman camomile from Belgium; and lavender from England. Government was advised that 25 tons of rosebuds alone were imported annually into the United States. Discussions with growers, State officials, garden clubs, and women's organizations are hoped to prompt them to spur floriculturists in their areas to grow types of double larkspur in pinks, blues, and whites, which retain their colors when dried and which lend themselves perfectly as substitutes for the violets, malva and camomile that were brought across the ocean. Miss Douglas also sought a yellow flower.


Dependability...
With CHUIT, NAEF
DEPENDABLE quality has been synonymous with Firmenich (Chuit, Naef) specialties and aromatic products for forty-five years. Today, we also point to a record of dependability in *uninterrupted deliveries,* not exceeded in any quarter since the beginning of European hostilities—a truly noteworthy performance!
Firmenich + Co., Inc.
135 FIFTH AVE., NEW YORK
CHICAGO OFFICE: 844 NORTH RUSH STREET

Coty, Inc.

HOW YOU MUST PAY YOUR EMPLOYEES

United Mine Workers, C.I.O. and other union heads aid in fixing wages in toilet preparations industry. . . Practical suggestions for complying with wage-hour law

by COLIN KERR CAMERON, *Wage and Hour Div., Dept. of Labor*

WHILE only about 9000 of the 44,000 employees in the drug, medicine, and toilet preparations industry received pay increases under the 40-cents an hour wage order recently issued by General Philip B. Fleming, Administrator, Wage and Hour Division, U. S. Department of Labor, the entire working force in the industry generally is covered by the overtime provision of the Fair Labor Standards Act.

OVERTIME PAY

As most perfumers know, this statute (Wage and Hour Law) applies to employees engaged in interstate commerce or in the production of goods for interstate commerce. Under the new wage order, no perfumery employee covered by the Act may be paid less than 40 cents an hour. (In industries subject to the Act but not covered by any wage order, not less than 30 cents an hour may be paid). For all hours worked over 40 in any single work week by covered employees, overtime compensation of not less than one and one-half times the *regular* rate ("Time and a half") must be paid. For instance, employees regularly drawing 40 cents must receive at least 60 cents an hour for overtime, and an employee regularly paid, say, $1 an hour, must receive not less than $1.50 an hour for overtime.

It would be interesting to determine just how many flasks of perfume—ranging variously from $30 an ounce to 30 cents a gallon—have been sold through operation of the Wage and Hour Law since it became effective three years ago. This year alone, it is estimated, some $100,000,000 is being added to the Nation's payroll as a direct result of the law. In addition, back wages to an approximate total of $15,000,000 have been restored to employees to make up the difference between the money they actually received and what they should have received in accordance with the law.

Chiefly, these benefits have come to marginal

workers, many of whom formerly were earning as little as 10 to 15 cents an hour. When workers of this class enjoy a sudden increase, either in regular wages or a cash payment, they usually spend most of it on food and clothing, and the like. But no matter how small the amount may be, there usually seems to be enough to allow at least a few luxury purchases. Perfume, of course, is one of these. And members of the trade have frequently been told that their sales can generally be regarded as an index to the Nation's prosperity.

One Wage-Hour inspector who inquired what was done with a large back wage payment in a small one-factory town, reported that among other things, 40 babies finally were paid for—he didn't classify these as luxury expenditures, however. What these paid-up doctor bills meant to the drug and allied industries is, of course, problematical. But it stands to reason that the half dozen doctors in the town who received this money turned over a large percentage to their drug suppliers.

LAW AS IT AFFECTS COSMETIC FIELD

The provisions of the Fair Labor Standards Act as they affect the cosmetic field are simple. Covered by the 40-cent wage order are establishments engaged in the manufacture or packaging of:

(1) Drugs or medicinal preparations intended for internal or external use in the diagnosis, treatment, or prevention of disease in, or to affect the structure or any function of, the body of man or other animals;

(2) Dentifrices, cosmetics, perfume, or other preparations designed or intended for external application to the person for the purpose of cleansing, improving the appearance of, or refreshing the person.

The second part of this definition is naturally one of most interest to readers of this publication. Not covered by the 40-cent minimum, but nevertheless generally subject to the statutory 30-cent minimum, are employees engaged in the manufacture or packaging of shaving cream, shampoo, essential (volatile) oils, glycerine, and soap, or the milling or packaging without further processing of crude botanical drugs.

As already mentioned, the Wage and Hour Law applies only to employees engaged in interstate commerce or in the production of goods for interstate commerce. In a manufacturing plant, for instance, if, at the time the goods are produced, the employer has reason to believe that they will subsequently leave the state, the employees are engaged in the production of goods for commerce and are within the coverage of the Act.

WHEN INTERSTATE COMMERCE EXISTS

In the wholesaling field, the Division has consistently maintained the opinion that even though an establishment's distribution is confined entirely within its own state borders, interstate commerce exists and affected employees are covered if any part of the establishment's goods are brought in from outside the state. Employees of retailers doing a predominantly local business are considered exempt.

GENERAL PHILIP B. FLEMING
Administrator, Wage and Hour Division, U. S. Dept. of Labor

Establishments subject to the Act, of course, must pay in accordance with the law, both as to its minimum wage and maximum hours requirements. There is no limit to the number of hours that an employee may work under the Act, provided that he is paid according to the statute.

TYPES OF EMPLOYEES EXEMPT

Certain types of employee are exempt from the wage and hour provisions. Executive and administrative employees, professionals, outside salesmen, and employees engaged in local retailing capacities, are exempt if their duties are in line with certain specifications established by the Wage and Hour Administrator. Complete details as to these requirements are set forth in Part 541, Code of Federal Regulations, copies of which may be obtained without charge from any representative of the Wage and Hour Division or direct from the Division at Washington.

SALARY REQUIREMENTS

There are salary requirements in connection with some of the definitions. The professional employee must receive at least $200 a month in salary or fees. An administrative employee also must receive not less than $200 a month in salary or fees, while an executive employee must receive not less than $30 a week on a salary basis.

OTHER EXEMPTION TESTS

It is emphasized, however, that *these salary tests are not the only exemption tests*—careful attention must be paid to the remaining requirements as set forth in the official regulations. To be exempt, a chemist, for instance, employed, say, by a perfume manufacturer, must receive at least $200 monthly in salary or fees, and in addition must be engaged in work predominately intellectual and varied, requir-

ing consistent exercise of judgment and discretion, of such character that output or results accomplished cannot be standardized in relation to a given period of time. Also he may not perform, for more than 20 per cent of the hours worked by non-exempt employees, work of the same nature as that performed by non-exempt employees except when it is an essential part of or necessarily incidental to his professional activity. Primary requirements for professional exemption are that the employee shall be doing work requiring knowledge of an advanced type in a field of science or learning "customarily acquired by a prolonged course of specialized intellectual instruction and study," or work that is "predominately original and creative in character in a recognized field of artistic endeavor. . . ."

Wage-Hour inspectors have reported frequent misunderstandings of the law as it affects office staffs and maintenance workers. Except where specifically exempt, as already outlined, every employee engaged in interstate commerce or in the production of goods for interstate commerce, or employed in an occupation necessary to the production of goods for interstate commerce, must receive the benefits of the law. Elevator operators, janitors, handymen, watchmen, and all others whose duties are necessary in carrying on the business are covered.

The law requires that any employer subject to any provisions of the Act must keep records as to the hours of work and rates of pay of employees. Special forms are not necessary, but required information must be set forth. Complete details as to the record-keeping requirements may be obtained from the Division without charge.

WHAT RECORDS MUST SHOW

Among other things, the records must show: employee's full name, home address, and date of birth if under 19; occupation; time of day and day of the week on which the employee's workweek begins; regular hourly rate of pay; hours worked each work day and total hours worked each workweek; total daily or weekly straight-time earnings; total weekly compensation paid solely as overtime in excess of total straight-time earnings.

PENALTIES FOR VIOLATIONS

Fines ranging up to $10,000 may be imposed for wilful violation of the law, with additional fines, or imprisonment up to six months, for second or subsequent offenses. The courts may enjoin employers from further violation and may bar shipment in interstate commerce of goods produced contrary to the provisions of the Act. Employees have an independent right to sue for unpaid wages. If they are successful, the courts must award them double the amount due and assess court costs and plaintiff's attorney's fees against the defendant.

EMPLOYEE WORKING ON TWO WAGE ORDERS

The question has been raised as to the status of an employee who may be required to work under two different wage orders. A specific case would be that of a worker in a plant producing both perfume and artificial flowers. One manufacturer, for instance, makes artificial flowers, and as a specialty, he puts out costume bouquets containing perfume in small bottles. Different Wage-Hour wage orders exist for employees engaged in the manufacture of perfume (40¢) and artificial flowers (35¢). In this plant, however, the same employees often work on both items.

The problem is easily solved. Where an employee works under two different wage orders during any one week, generally he must be paid in accordance with the higher of the two orders. The same would apply where a worker works on perfume part of the time and part of the time on essential oils (not covered by the drug, cosmetic, and toilet preparations order, hence subject only to the regular 30-cent minimum). If, however, the employer is able definitely to segregate the two activities and is in a position to account for the time spent on the two tasks, the affected employees may be paid the appropriate amount under each order.

WHY WAGE ORDERS ARE ISSUED

Wage orders are issued by the Administrator as a step toward raising the minimum wage throughout industry by 1945. Congress provided in the Fair Labor Standards Act that the national minimum should be 40 cents by that time, but made allowance for reaching this minimum in industries where it can be done before 1945 without substantially curtailing employment. Thus provision was made for establishment of special industry committees which, in accordance with the law, must comprise in equal number, representatives of the affected industry, its employees, and the public. Any interested individual may appear before the committee.

Following study of the industry, the committee is empowered to recommend to the Administrator an industry minimum higher than 30 cents but not to exceed 40 cents. The Administrator may accept or reject the recommendation, but he may not change it. And if, after due consideration and further hearing, he finds that the committee's recommendation is made in accordance with the law, he must issue the appropriate wage order. More than a score have already been issued.

MEN WHO FIXED COSMETIC WAGES

Recommendation for the drug, medicine, and toilet preparations wage order, which went into effect July 7, was made by a special industry committee comprising the following representatives of employers and employees in the industry, and the public:

Employers: James M. Buck, Jr., Plough, Inc., Memphis, Tenn.; Melvin C. Eaton, vice-president and general manager, Norwich Pharmacal Co., Norwich, Conn.; Herbert E. Carnes, comptroller, American Home Products Co., Jersey City, N. J.; Paul F. Vallee, Roger & Gallet, New York, N. Y.; Edward Beardsley, Miles Laboratories, Inc., Elk-

hart, Ind.; George R. Flint, Eaton & Co., Decatur, Ill.

Employee: Herman Edelsberg, District 50, United Mine Workers of America, Washington, D. C.; Irving Weiland, Chemical, Drug & Cosmetic Workers (CIO), Brooklyn, N. Y.; Louis Weiner, District 50, United Mine Workers of America (CIO), Chicago, Ill.; Leonard J. Johnson, Cosmetic Makers Federal Labor Union, Kansas City, Mo.; Boris Shishkin, American Federation of Labor, Washington, D. C.; H. A. Bradley, president, International Council of Chemical and Allied Industries Unions, Akron, Ohio.

Public: Sumner H. Slichter, Professor of Business Economics, Graduate School of Business Administration, Harvard University, Cambridge, Mass.; Charles O. Gregory, Professor, Law School, University of Chicago, Chicago, Ill.; Capus Waynick, Editor, High Point *Enterprise*, High Point, N. C.; Joseph A. McClain, Jr., Dean of the Law School, Washington University, St. Louis, Mo.; Stuart F. Heinritz, Editor, *Purchasing*, New York, N. Y.; Egbert Harold van Delden, Assistant Professor, School of Commerce, Accounts and Finance, New York University, New York, N. Y.

PURPOSE—TO SPREAD EMPLOYMENT

Basically, the Wage and Hour Law was intended by Congress to spread employment and to remove one kind of unfair competitive condition from interstate commerce. General Fleming recently declared that the law is fulfilling its purpose. He has received thousands of reports, covering establishments large and small, showing anywhere from one to several hundred new employees put to work because of the Wage and Hour Law alone.

"The theory is simple," General Fleming said. "Many employers would far rather put more people to work on the same shift than pay time and a half to already weary employees for overtime work."

General Fleming also explained that the "gyperator"—the fellow who can cut his production costs because he pays starvation wages—is being forced to mend his ways. All employers in any given industry are now on an equal footing, at least insofar as minimum wages are concerned.

"From that point onward," he said, "an employer can cut costs only through better management or improved efficiency."

Defense Work

AT best very few cosmetic flavor or soap manufacturers will be able to claim much directly in the way of defense orders. One large soap company, it is true, is aiding in the manufacture of munitions; but that is unusual. The mechanical set up of most of the plants in our trades does not lend itself to ready conversion for the manufacture of defense materials. Accordingly, although it may appear to be a useless procedure, every opportunity should be taken to fill in as completely as possible any of the forms submitted by manufacturers engaged in primary defense work. It is probably only in this way that manufacturers in our trades can hope for any consideration in the allotment of a share of the vast defense expenditures.

When You Buy a Machine

WHEN you buy a machine you want to know that it is going to work for you favorably and stay working long enough to impress its practical value upon you. You have a right to expect that it will make work easier for your operators and demand only a slim fraction of maintenance time. The fellows that compare prices forget that prices are an indication of value and are led to take a chance on a cheap machine.—*Carl A. Claus.*

Major Alterations

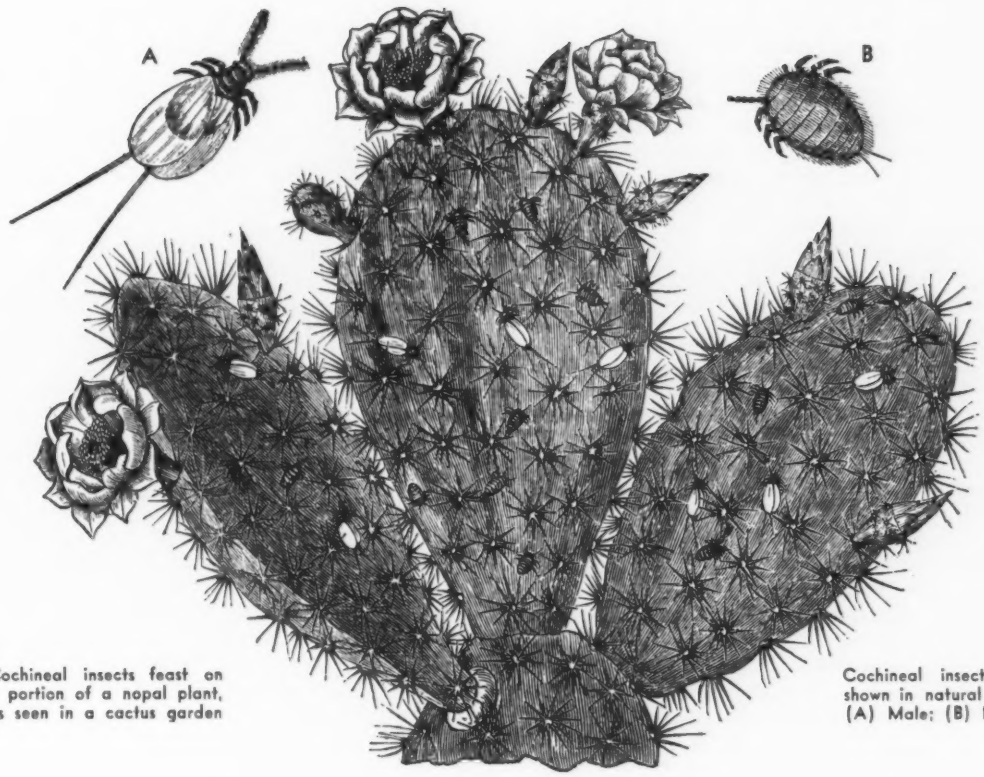
THROUGHOUT the national scene, familiar institutions are undergoing major alterations. Architects of public policy are now featuring structures with price ceilings, wage floors, smaller storage for profits, larger tax receptacles, priority passageways, and built-in cabinets for rationing cards. No provision at all for "business as usual." Battleship gray, service khaki, and inflationary red are fashionable shades for color schemes.

Political air conditioning is included as standard equipment. Behavior of individual temperatures probably will be the subject of further experimentation and polling. Meanwhile, the sloganeers are working overtime at their hortatory trade. Evidence appears in the epidemic of lapelitis. Never has the public had its pick of so many buttons, badges and labels.

Life is lived to a ceaseless accompaniment of foreign and domestic alarms. Freedom is moulded to an "emergency" pattern. Patriotism's bright lexicon is searched for timely texts, and ancient worthies are roused from peaceful graves to serve as spiritual buglers for a nation uneasily arming against it knows not what. With patriotic persuasions set to marching music the country goes blithely singing and whistling to its fateful appointment with destiny. The oldest inhabitant is hard put to remember a period in which public fervors were more qualified with private fears.

In the midst of the accelerating boom, communities and interests now basking in the sun of unprecedented demand for goods and workers are tormented with doubts about the hereafter. Suppose the swollen stream of government orders should suddenly dry up? Could business make the shift back to old markets in any semblance of its former independence and solvency?

It may well be that the characteristic devotion of business to the cause of domestic security and well-being will reveal the true path by the lamp of its own faith. To a world darkened with the vast tragedy of war the persistence of business men's concern to satisfy normal human wants for goods and services is a beacon for the heart as well as the eye.—*The Nation's Business.*



Cochineal insects feast on a portion of a nopal plant, as seen in a cactus garden

Cochineal insects are shown in natural size—(A) Male; (B) Female

NEEDED RAW MATERIALS FROM INSECTS

New sources of substitute raw materials which can be exploited profitably . . . Waxes, oils and dyes to be obtained by applied biology

by ERIC HARDY, *F.Z.S.*

NATURAL resources have never played a more important role in their contributions to the easing of world problems than they do today. In the cosmetic industry there are a number of animal sources of perfumes, dyes and cosmetics, chiefly from insects, which can be profitably exploited.

The trade needs no reminder of the importance of spermaceti, but in these times when most of the world's whaling ships are acting as mine-sweepers for one country or another, the raw material is not coming into the market as it used to do. Indeed, there is a reduction in the world's available supplies of whale and fish oils generally and although recent research has shown that a substitute for many whale and fish oils can be obtained from the plankton or floating microscopic life of the sea surface, this new exploitation does not seem to be able to provide a spermaceti substitute.

However, there is a Chinese Coccus bug, a relative of the famous cochineal and lac insects, which produces a wax resembling spermaceti. It produces this material in a similar manner to the way the lac insect produces its lac which is used for the manufacture of shellac—as a protective covering to the eggs laid on the tree whose sap it sucks. This is the "pe-la" or white wax of the Chinese, which they gather in considerable quantities about September, especially in Xantung. The insect can be cultivated artificially like cochineal upon the Chinese privet shrub, *Ligustrum lucidum*. The wax probably would prove a better substitute for spermaceti than the so-called vegetable waxes from palms and several Myrica or myrtle shrubs.

PRODUCTION OF COCHINEAL

Mention of the Coccus bug reminds one of cochineal, another Coccus or scale insect, which is suitable for culture on the desert cacti of Arizona, Texas, New Mexico, etc. The dyestuff of these insects undergoes no more preparation for the mar-

ket than the brushing off of females from the cacti to produce a "silver grey" cochineal when killing by stoving (and "black cochineal when killed by boiling water which removes the grey powder) and then grinding down. This bug contains 10 to 20 per cent pure carminic acid from which carmine red, $C_{11}H_{12}O$, is obtained for artists' pigments because it is so stable under light. The insects should be killed just prior to egg laying because the eggs contain the most color. The crop can be collected three times during the season, 70,000 dried insects producing one pound, but the first of the season's crops is always the best.

OTHER DYE PRODUCING SCALE INSECTS

There are several other dye producing scale insects suitable for stains and dyes. The wild cochineal has been found in many parts of North America, such as South Carolina and Georgia, as well as in Mexico, Jamaica and Brazil. A cochineal farm is literally a cactus orchard of prickly pears, over 100,000 of which may constitute an orchard, the "crop" being brushed off into baskets, for the bugs live on the plants sucking out their juices. The prickly pear is one of the worst weeds of many southern states and Mexico so that cochineal farming could turn these plants to useful purpose. A settled climate, exposed to the sun and sheltered from the wind, is necessary for the best crops of bugs, and the orchards are planted out from cuttings of the cacti into fairly rich, well-drained soil. The insects are conveyed from old plants and attached to new ones where they quickly multiply to an astonishing extent by the phenomenon of parthenogenesis, or sexless summer reproduction, by which the females produce generation after generation of offspring without males or sexual mating. After about six years, the bugs are transferred to new plants and the old ones are cut down.

However, cochineal farming is not without its troubles. Birds, lizards and many insect-parasites prey upon the crop, while heavy rainstorms may destroy the harvest.

The lac insect is cultivated under fairly similar methods. On certain mimosa, banyan and other trees, "brood sticks" of eggs or young are "planted" on new colonies. But the lac or wax is generally harvested in sticks, by breaking the twigs covered with masses of the wax produced by the bugs and after the new larvae have left them.

STEARIC FROM SCALE INSECTS

All these scale insects contain a considerable amount of grease from which stearine can be extracted. A South African beetle, *Carabus saponarius,* has long been used for native soap-making owing to the abundance of alkali in its body. A fragrant oily fluid is secreted by the European oil beetle *Meloe proscarabeaeus.*

Naturally the business man is only concerned with insect supplies that can be produced commercially in large enough proportions at cheap enough costs, but in all these instances the insects are abundant enough to be farmed in special establishments and they can be transported to new haunts within a reasonable temperature range. Oriental insects can be cultivated in the southern United States, and European ones in the northern states.

BIRDS AND EELS YIELD USEFUL OIL

Fish or whale oils and their substitutes can be obtained for soap manufacture from herrings, porpoises, seals and plankton as well as from whales stranded upon the shore. All the whale or shark, excepting teeth and whalebone, is boiled for 24 hours under steam pressure and the 12 to 18 inches of blubber on a typical whale yields its own weight in train oil. There are also bird sources of fish oil substitutes. Fish-eating birds, i.e. cormorants and petrels, also eels among the fish, are rich in oils.

The animal sources of musk scents extend beyond insects, such as the European musk beetle, to various species of deer such as the musk deer. It is probable that man has not yet learned to make full use of the animal sources of scents which are chiefly situated in the scent glands of many more mammals than the obnoxious skunk. In the chemistry of new scents and odors there are probably more discoveries to be made in the animal world than in the plant world which has been utilized so long that most of its perfumes are well known. The scent scales that modern biology has detected on the wings of butterflies, which use their own scent during courtship, and those scents by which deer maintain contact with each other or recognize their kith and kin are examples.

LOCUSTS AND CATERPILLARS COULD PRODUCE OILS

I am sure that it is a considerable waste when the vast quanties of locusts and sometimes caterpillars and other insect pests, destroyed in their tropical swarms, are merely dug into the ground for manure when they could produce useful oils and fats for the soap and other industries. The purple, red and brown dyes of ruvex, Purpura, Aplysia, Sepia and other marine molluscs are more permanent than vegetable dyes while insect galls from plants give the natives of many parts of the world stable yellow and black dyes.

As the world turns more and more to producing armaments, less and less skilled labor and technical knowledge will be free to produce those things classed as "luxury goods" so that the industries manufacturing them will be more and more dependent upon the original products of nature, which were utilized before the coming of aniline dyes, whale oils and the products of modern chemistry.

APPLIED BIOLOGY AT WORK

Applied biology as a science is providing this stricken world with much help in its search for raw materials. While I don't want to give any false and exaggerated impression about the economic value of these insect and animal dyes, perfumes and oils, it is true that they can make some contribution, however limited, to industry. They cannot replace plant sources of perfumes or inorganic chemical dyes. To suggest such a thing would be

ridiculous. But industry forsook them in the past because the world could spare the materials that made better and different perfumes and dyes. It will be some time before the world can spare the abundance of production it knew in the post-war decade. For the economic effects of modern war are international, irrespective of belligerency and neutrality.

A. Ph. A. Abstracts

THE following abstracts are of papers presented before the American Pharmaceutical Association's convention, August 16-23, in Detroit, Mich.

SOFT PASTE OF ZINC OXIDE, N. F.,
by Paul V. Maney and J. W. Jones

The separation of water in the official product can be prevented by (1) use of an alkali such as KOH, (2) addition of a water absorbing agent such as bentonite or cholesterol or, (3) the addition of a small amount of emulsifying agent such as cetyl alcohol or gelatin. When 0.5 per cent of KOH, 1 per cent of cholesterol, 2 per cent of bentonite, 1 per cent of cetyl alcohol, or 1 per cent of gelatin was included in the formula, no separation of the water phase occurred during one to six months. The color and physical properties of the paste were not noticeably changed. Smaller amounts of the above materials failed to prevent separation of the water, while larger amounts caused coloration or distinct physical changes in the paste. Ten per cent of anhydrous wool fat or 5 per cent of glyceryl monostearate was required to prevent aqueous separation; however the change in the physical properties of the paste due to their use made them undesirable. Triethanolamine caused a characteristic coloration of the paste even when only 0.5 per cent was used. The most satisfactory pastes were formed when cholesterol, bentonite, or gelatin were used.

LIQUOR ALUMINI ACETATIS
by R. K. Snyder

The method of manufacture of this solution has been studied in relation to the lead content. It was found to be difficult to prepare conveniently the solution by the official method and consistently maintain a low level of lead. The method of manufacture being offered is to prepare the solution by dilution of Liquor Alumini Subacetatis with distilled water and acetic acid.

The stability of the solution can be improved by the addition of boric acid.

SAPONATED SOLUTION OF CRESOL
by Louis C. Zopf

Using the formula as given in the Twelfth Revision of the *United States Pharmacopoeia*, a method has been developed which avoids the use of heat in preparing saponated solution of cresol. Mutual or miscible solvents are employed to bring about the saponification reaction. Advantages of this method are: (1) A preparation containing 50 per cent cresol, (2) ease of preparation, (3) minimum amount of time required, (4) improved appearance of the finished product.

THE USE OF HYDROGEL IN OINTMENT BASES
by William A. Prout and Rhett G. Harris

Two different ointment bases, each containing Hydrogel, have been perfected.

These ointment bases combine readily and easily with such medicaments as phenol yellow oxide of mercury and boric acid. They produce excellent preparations from a pharmaceutical standpoint.

It has been found that these bases promote the antiseptic action of phenol—2 per cent and also boric acid—10 per cent when these ingredients are incorporated in these bases and tested by the agar cup-plate method of the United States Food and Drug Administration.

MUCILAGES FROM GUMS
by George E. Osborn and H. G. DeKay

A study is made of the natural and artificial gums in an effort to determine which ones would make mucilages that could be used in pharmaceutical preparations. It was found that the official mucilages of acacia, tragacanth, and chondrus resulted in pharmaceutically acceptable preparations and that in almost every case of pharmaceutical manufacture it was possible to substitute a mucilage prepared from methyl celluose or sodium alginate for one prepared from a natural source without decreasing the preparation's pharmaceutical value.

Hair Problems

HAIR offers problems when it adorns the head—it offers head and heart aches when it gives evidence that it will not long remain. Some types of failing hair lend themselves to therapy; others seem beyond all help. Neither wealth nor science can make hair grow! The founder of one of the world's greatest research laboratories and among the first three richest men in the world wore a wig.—*Dr. Herman Goodman.*

Adhesives

WHAT with shortage of this, delayed deliveries of that and replacements or substitutions to be found or developed for those items entirely cut off, the commonplace, taken for granted adhesives are likely to be neglected. Nevertheless, this appears to be a good time to review them. To date, no vendors of adhesive materials have been observed to be unduly concerned. With their ingenuity and vast store of experience, they doubtless can jump many hurdles as, and if, certain vegetable and animal raw materials are cut off or in limited supply.

The review may well cover several points. Has the paper or board for the labels, wraps or cartons been changed of necessity or in the interest of economy without tying-in the adhesive manufacturer? Have operating conditions changed or has new equipment been installed or old speeded up? Can an alternative or better adhesive be selected or developed by the supplier for each individual job?

Fifth Freedom

THERE is a "fifth freedom," in addition to the four freedoms listed by President Roosevelt, which is worth fighting for—the freedom to be yourself, to express your personality in the free choice of goods and services which can be supplied only by free enterprise.

This plea for a recognition of a new freedom in the planning of a war economy is by James W. Young, professor of marketing and advertising at the University of Chicago, a director of the J. Walter Thompson Co. and formerly director of the Bureau of Foreign and Domestic Commerce.

Scent-thought Blotters

by RALPH BIENFANG

SCENTED blotters are of course not at all new. They have been used for a number of years, primarily in the sampling of perfume. One difficulty, however, in the sampling of perfume on blotters is that the emanation is usually of quite a soft or muffled character, regardless of the original nature of the perfume. This tends to give it a sachet note which may be altogether foreign to impression that the perfume would otherwise give. This feature will probably never be overcome as long as the blotter fiber is impregnated in accomplishing the sampling.

A rather different departure from the perfume-sampling blotter is the scented blotter series being used by the Mid-West Bottle Cap Co. of Belvidere, Ill. Obviously the Mid-West Bottle Cap Co. has nothing of a scented character to sell. It simply uses the scented blotter for its ability to attract attention to its advertising message. The blotters, printed in color, represent both by illustration and scent the flowers of the various states, and thus carry out the company's slogan "Wherever you go you see Mid-West Bottle Caps." To quote the company, the blotter was supposed to supplement a sales letter, but it was found in actual practice that the letter was supplementing the blotter. The usual response was to throw the letter away and keep the blotter.

Having mentioned now two types of scented blotters already in use, is there perhaps room for a third, one of a different type? One which does not seek to sample an odor or please the esthetic sense, but one which does a selling job through a psychological chain of thought stimulated by the sense of smell: a scent-thought blotter.

For instance, fire insurance blotters. These are usually rather lurid in their use of printed red and yellow flame, and billows of black smoke. Would not the effectiveness of this advertising piece be considerably heightened if these flames and this smoke were to smell of the "odor of burning house"? Might not this added touch of realism tend to make the prospect more amenable to the manifold benefits of fire insurance?

Or, how about a tobacco blotter? Could not the odor of any particular brand of tobacco be fixed on the imprint color picture of a leaf or heap of fine cut, in such a way as to have an "I want some" effect on the tobacco user? It seems as though this might be particularly applicable in the advertising of the newer aromatic pipe tobaccos.

Let's go a little farther. How about a meat market products blotter. Here there seem to be several interesting possibilities. A blotter which carries a picture of a whole ham, and smells deliciously of hickory smoked ham. Or a blotter printed with an illustration of wieners, and smelling of smoked wieners. What do you think a blotter like one of these, arriving in the afternoon mail, might do to a hungry office worker?

To continue, how about a bakers' blotter, showing doughnuts, pound cake or bread, and smelling respectively of these tasty food delights?

Really the possibilities are limitless. You can think them up faster than they can be mentioned: candy (fruit drops especially), coffee, spices, tamales, etc.!

Now, it seems for several reasons that the scent should be placed on the upper surface of the blotter rather than in the blotter fiber itself. Even if this is done, of course, some of the scent will get into, and be retained by the blotter proper. By putting the odor on the printed surface, it can be placed directly over the illustration of whatever has an odor character. This tends to create an air of realism, gives the item the much-desired third dimension, and at the same time restricts the odorous area. This restriction tends to center interest.

Struggle Coming

THE destiny of America after the present emergency will depend on the state of the public's mind toward business and industry, and whether industry can win the esteem and confidence of the public to a greater degree than the politicians, says B. C. Forbes, business analyst.

Industry cannot win out in this struggle if it stops or curtails advertising and selling effort, he asserted, declaring that advertising men can help solve the problem by convincing management of the necessity for doing more rather than less advertising when scarcity prevails. The public must understand the forces at work, and particularly must not be allowed to place the blame for their inability to purchase many commodities at the door of business, he said.

Deceptive Skins

A GOOD constitution often means a good skin, but not always. The skin is no longer held to be a mirror to the inside of the body. The blush of tuberculosis is misleading. A person with an incurable internal cancer may still possess a good skin.—*Dr. Herman Goodman.*

FRENCH GUINEA SWEET ORANGE OIL

The rapid development of orange oil production in Guinea is one of the most startling developments in the essential oil industry . . . Part one of survey

by DR. ERNEST GUENTHER,

Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.

ONE of the most startling developments in the essential oil industry is that of sweet orange oil in French Guinea, the production of which rose from the modest beginning of a few kilos in 1928 to about 275,000 kilos in 1939. Within the short span of ten years, Guinea orange oil leaped into such prominence that it almost superseded the Sicilian oil, which once held the world's monopoly, and even challenged the California oil. The latter, however, can easily hold its strong position because it is based upon a modern cooperative organization of fruit growers and a centralized, highly advanced technical form of oil production, while Guinea oil is the product of an utterly primitive, native home industry scattered over the wild interior of Guinea's highlands. There could, indeed, be no greater contrast in the production of essential oils than that between Guinea and California orange oils, both representing opposite extremes.

It is more than interesting to submit the two industries to a critical comparison. In a series of previous articles, the writer surveyed the production of Italian and Spanish[1] and later that of California orange oil.[2] The following study is the result of personal observations made during the writer's visit to the Fouta Djallon, the orange producing region of French Guinea.

THE COUNTRY

Guinea is one of the older French colonies in West Africa. It is bordered on the north by Portuguese Guinea and French Senegal, on the east by the French Sudan and the French Ivory Coast and on the south by Liberia and the British colony of Sierra Leone. The Atlantic Ocean forms French Guinea's western boundary.

The climate of the colony is entirely tropical; the rainy season lasts from May to October and the dry season from November on, when the country becomes almost arid.

The tedious task of scraping orange oil is done by natives

French Guinea consists of three main regions:

1. Lower Guinea, with the town of Kindia inland and the important seaport of Conakry on the Atlantic coast.

2. The high mountainous plateau of Fouta Djallon, with Mamou and Labé as the principal settlements. These highlands are very beautiful and picturesque and frequently remind the traveler of certain parts of Haute-Savoie, Basses-Alpes, Drôme and Vaucluse in southern France. The Fouta Djallon is inhabited by the Peuls or Fulahs who are very probably descendants of the Abyssinians and, as their name seems to imply, of the Fellahs of the Nile Valley. The Peuls came originally from the Nile Valley and, trekking their cattle across Africa, pushed toward the Atlantic Ocean to settle finally in the highlands of Guinea. This migration probably started 2000 years ago and continued until a few hundred years ago. The Peuls are now very much intermixed with the dark-skinned Dialonkes, the aborigines of the Fouta Djallon, but originally they were distinctly of Semitic descent and they still show the fine features of the Abyssinians. Today the Peuls are Mohammedans but retain their feudal Semitic family system, tilling the soil and breeding cattle. The chieftains wield absolute power over their subjects, and there still exists a form of serfdom which borders on slavery. The villages, usually located off the roads, are frequently inhabited only by one family, comprising the wives, children (both single and married) and the serfs.

[1] "The Citrus Oil Industry with Special Reference to Sicilian and Spanish Orange Oils," THE AMERICAN PERFUMER, Dec., 1929.

[2] California Citrus Oils," THE AMERICAN PERFUMER, May, June, July and Aug., 1937.

3. Upper Guinea, with Kankan as the chief settlement, is a heavily wooded region covered with virgin forests and populated by primitive Negro tribes, many of them fetishists.

The principal agricultural products of the colony are bananas, coffee, cotton, rice and rubber. Some of the native tribes are cattle breeders. The interior of Guinea produces gold and lately also diamonds, Lower Guinea mainly bananas, the Fouta Djallon cattle and citrus fruit, whereas in the forests of Upper Guinea rubber is obtained.

TRANSPORTATION

There exists a narrow-gage railroad leading from Conakry on the coast to Kankan in Upper Guinea, with trains running biweekly and burning wood as fuel. Automobile roads are in rather poor condition and still need a great deal of improvement.

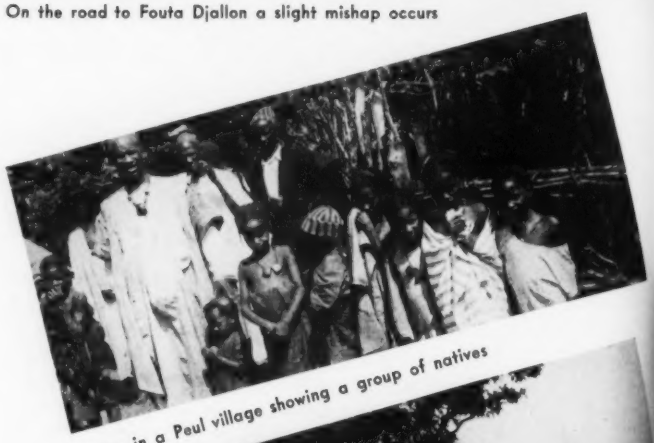
FRENCH GUINEA'S ORANGE OIL INDUSTRY

According to a study by the French botanist, Professor A. Chevalier[3], the principal varieties of orange tree found in Guinea are *Citrus sinensis* Osbeck, var. *limo-viridis* Chev. and *Citrus sinensis* Osb., var. *djalonis* Chev. There also exist countless intermediary types, all resulting from the degeneration of *Citrus sinensis* Osb. The sweet Valencia orange represents a type of the latter. It was originally introduced to Guinea several hundred years ago by early Portuguese navigators and explorers. While the orange tree degenerated north and south of Guinea, it grows abundantly (partly planted, partly spontaneous) in the highlands of the Fouta Djallon where climate and soil conditions are ideal for its development. The orange tree of the Fouta Djallon is a large tree, twenty to thirty feet in height. In size and shape it resembles the apple tree of northern France. The smooth, ash-colored trunk, six to ten feet high, is often bi- and trifurcated at the base. The crown consists of a large head with dark green foliage and abundant fruit on those branches exposed to the light; the inner branches do not bear. If pruned, the tree would undoubtedly be more productive. The trees usually occur around villages and belong to the native community but many are scattered over the interior of the country in small groups, marking the former locations of Peul villages which had been abandoned by those ever-migrating nomads.

So far only fruit from trees around the villages has been exploited, and the many trees scattered over the interior are not touched. It is estimated[4] that there are more than 1,500,000 orange trees in the Fouta Djallon. The orange trees grow casually from seeds thrown away when the fruit is eaten or from fruit fallen off the trees. The seedlings developing next to the mother tree are simply transplanted a little farther away and surrounded with thorny bushes to protect them from the teeth of goats and cattle. The orange tree grows rather rapidly. At the age of five it measures 2.5 to 3 meters and begins to flower. When eight to ten years old it bears a substantial fruit crop, but full productivity is reached only in the twelfth to the fifteenth year.

The trees are planted mainly for their fruit, of which the natives are very fond. They consume up to thirty and more oranges daily, especially during the months of November to March when food is scarce. The juice, which they simply suck from the fruit, serves as a refreshing beverage. In this connection, it is interesting to note that many of the Peuls have very bad teeth, as compared with other

On the road to Fouta Djallon a slight mishap occurs



Scene in a Peul village showing a group of natives

A typical, primitive native village in French Guinea

[3] *Revue de Botanique Appliquée*, Sept., 1936.
[4] Communication du Gouvernement Général de l'Afrique Occidentale Française, Agence Economique, No. 2768D, Paris, June 19, 1937.

The government agricultural experiment station in the Fouta Djallon where important research is carried on

Typical African landscape in the Fouta Djallon, showing its rugged character and dense foliage

Harvest of oranges in the Fouta Djallon which has become an important source of the oil

native tribes, and it is said that this is due to excessive consumption of the acid juice.

Most orange trees in the Fouta Djallon are twenty to eighty years old but there are also younger ones which have been planted recently, in line with the government's policy to encourage the growing of citrus fruit and the production of oil. A fully bearing, healthy, twenty-year-old tree produces 1000 to 1500 and even 2000 oranges per year.

The existence in French Guinea of so many intermediary orange varieties is due to the fact that the natives are not familiar with the art of selection and grafting and simply plant at random, exclusively from seed. A. Chevalier[5] said:

"The Fouta Djallon district could provide us with oranges, lemons, mandarins and grapefruit, but practically nothing has yet been done to establish our colonial citrus cultivation."

In West Africa there are only old, indigenous types of *Aurantiaceae* which can be used for grafting. In order to remedy this situation, the French colonial government maintains nurseries and tree schools, selects the best strains and offers the young plants to the natives, teaching them also how to grow and cultivate properly. Of course, the inherent indolence of the natives makes this educational campaign long and difficult.

MAIN PRODUCING REGIONS

The orange tree flourishes in all kinds of soil, especially on poor laterite gravel. It prefers altitudes above 800 meters but grows from 500 to 1200 meters. In the Mamou district of the Fouta Djallon, 80,000 orange trees were in full production in 1937, and in the Labé district there were 106,000 orange trees. During 1936, 20,000 new trees were planted in the region of Mamou and 52,000 in the region of Labé. These figures were given to the writer by Jean Guilloteau of the Ecole Pratique d'Agriculture du Fouta Djallon and are based upon actual counting, while figures given in former years by A. Chevalier were based only upon estimates which date back as far as 1907. Yet, even the figures of J. Guilloteau leave some uncertainty because the natives, for fear of being taxed, are inclined to conceal the actual number of trees.

There are also many orange trees outside of the Fouta Djallon, in the Kankan region of Upper Guinea and in the Kindia region of Lower Guinea, but the fruit of those trees serves mainly as food for the natives and not for the making of oil. Even in the Fouta Djallon, only a part of the estimated 1,500,000 orange trees is actually exploited. Production of oil could be greatly increased, probably to a total of 800 tons, in the interior. But there,

[5] *Op. cit.*

labor is scarce and oil production would encounter many difficulties.

PRODUCING SEASONS

There are two main harvesting periods, viz. the winter and the summer harvest. The winter harvest lasts from October/November to March/April and produces about 50 per cent of the total crop, while the summer harvest lasts from June/July to August/September and brings about 25 per cent of the crop. Weather conditions greatly affect flower development and, consequently, ripening of the fruit. A prolonged dry season before the winter harvest, for instance, may delay fruit development, with the result that fruit of that harvest matures only in June/July, in other words, at the beginning of the following summer season. Thus, there is really a continuous harvest all year around, the production between the main seasons amounting to about 25 per cent of the total harvest.

The spherical fruit has a diameter of 5 to 7 cm. The skin is fine, fairly thick, adherent and remains green for a long time; upon ripening it turns deep orange-yellow. The flesh is firm, yellowish and very juicy. There are sub-varieties with either a very acid, acid or sweet juice, some of which equal the best edible oranges. Very good qualities could be raised by proper plant selection and grafting.

The natives prefer to extract orange oil when there is no more urgent work, such as harvesting cereal crops or guarding the fields, in November, against grasshoppers which attack in clouds and frequently devour entire crops. Therefore, the manufacture of oil is sometimes left until quite late in the season and a poor yield is then obtained. On the other hand, when in need of cash, the natives frequently work up fruit prematurely. Thus, the oil lots accumulating in the trading centers are not uniform.

PRESSING OF ORANGE OIL

Since there are no good roads in Guinea, it is impossible to transport the fruit from the widely scattered groups of trees to manufacturing centers. This, in turn, prevents the use of machines because production by machine requires transport of the fruit to centrally located extraction plants.

The Guinea orange oil is obtained in a very simple way by scraping the fruit peel with a tablespoon. The native holds the fruit between two fingers of the left hand, the thumb usually on the navel of the fruit, and while slowly turning it with the left hand he scrapes the surface of the peel with a spoon held very short in the right hand. The spoons are sometimes sharpened on the edges or slightly dented so as to rupture the cells of the peel quicker. The oil accumulating in the hollow of the spoon is dropped into a small enamel beaker which the native, squatting on the ground, holds between his legs. This work goes on for hours, usually in the shade of a tree to prevent exposure of the oil to the sun. Sometimes the workers use a banana leaf as funnel above the beaker so that no oil is spilled from the spoon to the ground. A skillful worker can extract the oil from one orange in about 15 to 20 seconds which is quite remarkable. The oil slowly accumulates in the cup and is then carefully decanted from the watery cell content which, with the oil, has been scraped from the peel cells. Instead of decanting, the natives sometimes pour the mixture of oil and cell liquid into a bottle which stands in front of them, partly imbedded in the ground to keep it upright and prevent exposure of the oil to light. Oil and water separate in two layers and, by turning the bottle and holding the thumb over the opening, the watery liquid is let drip out until only oil remains in the bottle. Some workers use a kind of primitive separating funnel made from the conical end of a dried cucumber rind (calabash).

After repeated decanting from separating water and impurities, the clear oil is finally stored in bottles. The natives, never in a hurry, take plenty of time for this slow decanting, and their primitive method is, therefore, almost as efficient as filtration. If corks are not available, they turn a fresh orange peel around the neck of the bottle and let it dry until it closes around the mouth like a cellophane cap. Thus filled, the bottles are stored and sometimes even buried in the ground as protection from light and heat.

It is evident from the foregoing description that the conditions under which the oil is extracted are unsatisfactory and not very sanitary because of too much contact of the oil with the fingers of the workers. The influence of light and air upon the oil slowly accumulating in the beakers easily brings about oxidation, and the bottles in which the oil is kept have sometimes served previously for kerosene, palm oil or fat without being thoroughly washed. The government, aware of these conditions, is planning to regulate the scraping of fruit and the storing of oil according to certain standards, for instance, prescribing the use of enameled or, preferably, aluminum funnels and the washing of the bottles with hot water and ashes previous to filling them with oil. It is furthermore suggested that the oil be transported in carboys of 10 to 15 liters at the most, which must always be well filled and properly corked. Decanting into a carboy of 10 liters, for instance, should be permitted only if the natives have actually manufactured 10 bottles of 1 liter each. This is about all that can be demanded of the natives; from this point on, the oil enters into circulation, passing through many hands—the fewer, of course, the better.

(To be continued)

No Old Age Security

THE business man who reaches the top of the ladder is the one who finds no place to sit down. Every business man knows when he goes into a venture that there is no old age security for him. He has to succeed or he fails. The fact that only five per cent of the businesses which are started succeed should refute any philosophy of an easy life.—*Carle C. Conway.*

THE PHYSICIAN USES WETTING AGENTS

New synthetic chemicals of use in finer and more efficient topical dermatologic therapy . . . Abstract from the Journal of the American Medical Assn.

by WERNER W. DUEMLING, M. D.

STUDIES of the permeability and absorptivity of the skin have engaged the interest of dermatologists from time to time, because since ancient days the management of most cutaneous diseases has been dependent in a large part on local and topical treatment. According to Eller and Wolff, these studies have established that:

A. Medicaments applied to the unbroken skin may be absorbed into the blood stream.

B. The rate of absorption may be influenced by the vehicle as well as by the drug it contains.

C. Volatile substances such as alcohol, ether and benzine are vehicles with a much higher rate of absorption than fats.

Eller and Wolff in their own studies on permeability and absorptivity of the skin come to the following conclusions:

A. Fats permeate the skin and do so in a large measure along the hair shafts and into the oil gland ducts.

B. Liquid fats permeate the skin more rapidly than solid fats.

C. Animal fats show the greatest depth of penetration, with vegetable fats next and mineral fats least.

D. Most of the fats show optimum penetration between four and six hours after application. After six hours, the quantity of fat in the deeper tissues appears to diminish.

DETERMINATION OF PENETRATION

The technic used for determination of fat penetration follows that evolved by Eller and Wolff.

Mature albino rabbits were used, the areas of skin along each side of the spine being utilized. After the hair was removed with electric clippers, the test materials were applied to the skin on one side, while corresponding areas on the other side were used as controls. All test materials were applied with an applicator; the application was followed by light finger massage, and the areas were covered with a layer of cellophane attached to the skin with collodion.

A preliminary series of specimens for biopsy were taken at fifteen-minute intervals for one hour, corresponding normal portions being taken from the opposite side for each substance tested. Before the specimens were taken, the areas were cleansed with 70 per cent alcohol and immediately dried. The specimens were fixed for twenty to twenty-four hours in a 4 per cent solution of formaldehyde, and the sections were cut 10 to 15 microns thick with the freezing microtome, by bringing the edge of the knife first in contact with the subcutaneous tissue and cutting out through the epidermis.

STAINING PROCEDURE

The procedure followed for staining was as follows: 1. Wash in distilled water. 2. Put in 70 per cent alcohol for two seconds. 3. Transfer to sudan IV for five minutes. 4. Float into a slide. 5. Blot and rinse with 70 per cent alcohol and then with distilled water. 6. Counterstain with Harris' hematoxylin (with 4 per cent acetic acid) one to nine minutes, depending on the condition of the stain. 7. Rinse off quickly with distilled water. 8. Differentiate in weak acid solution. 9. Intensify the result in weak alkali solution to produce sharp nuclear detail. More contrast can be obtained by weakly staining in the dilute eosin stain. 10. Mount in glycerin or saturated solution of dextrose.

EXPERIMENTS WITH WETTING AGENTS

Preliminary experiments were carried out according to this method with the following substances: 1 per cent duponol (wetting agent), 15 per cent ferric chloride in aqueous solution, 15 per cent ferric chloride in an aqueous solution of aerosol OT dry (wetting agent), 15 per cent ferric chloride in an ointment base containing wetting agents, equal parts of hydrous wool fat, petrolatum, spermaceti and cetyl alcohol, and 5 per cent ammoniated mercury in an ointment base containing a wetting agent. Specimens for biopsy were taken every fifteen minutes for one hour, and normal untreated tissue was taken from areas directly opposite to the tested areas. Ferric chloride was used with the idea of demonstrating it in the tissues by means of the prussian blue reaction, but in all instances this was a failure due to the styptic action of the ferric chloride. However, these preliminary experiments revealed that complete penetration of the entire sec-

tion had taken place with the fats and wetting agents at the end of thirty minutes. Since there is variation in the normal fat content in different places along the rabbits' backs, symmetric untreated areas were used as control specimens in each instance. All experiments were checked and found to coincide.

In the second series of experiments the following substances were applied: fats with a wetting agent (duponol), fats (hydrous wool fat, petrolatum, spermaceti and cetyl alcohol) without a wetting agent, 5 per cent ammoniated mercury in fats with a wetting agent and 5 per cent ammoniated mercury in an ointment base like that of the U. S. P. ointment (white wax, hydrous wool fat and white petrolatum).

MICROSCOPIC EXAMINATION OF TISSUES

Normal Skin.—An occasional small sphere of free fat was found about the sweat glands and hair follicles. None was found free in the fibrofatty tissues, and none was found below the base of the hair follicles.

Fats Alone.—Little variation was found in the penetration of these fat substances between the fifteen and sixty-minute intervals. In these specimens, all showed moderate penetration of the fat, chiefly about the hair follicles to a depth of just below the basal layer of the skin. The few small, scattered globules of fat found in the deeper subcutaneous tissues are regarded as consistent with the normal content of this tissue.

Fats with a Wetting Agent.—The following observations were made:

A. Fifteen Minutes: The fifteen-minute biopsy specimen showed remarkable penetration of the fatty substances almost to the base of the hair follicle. They appeared to use this avenue of penetration rather than to go through the skin itself. Where found, the fat appeared as relatively large conglomerations of large spheres and could not possibly be regarded as normal fat content.

B. Thirty Minutes: In the thirty-minute specimen the fat had penetrated through to the base of the section, a distance of 4 mm. It was abundant throughout the entire section. While it was still present about the hair follicles, it had for the most part penetrated out into the fibrofatty tissue and, instead of being located in conglomerate masses, was more finely divided, probably owing to the presence of the wetting agent.

C. Forty-Five Minutes: At forty-five minutes the fat was beginning to disappear about the basal layer of the skin and its hair follicles. It was still present in the deep portions and was even more finely divided than in the thirty-minute specimen.

D. One Hour: At one hour the fat had completely disappeared from the superficial portions of the subcutaneous areas but was still present in the deepest portions of the specimen (approximately 5 mm. deep, or the entire depth of the specimen). However, it was notable that here also the fat seemed to be disappearing. It was present only in numerous tiny droplets approximately half as plentiful as in the forty-five-minute specimen. This in turn was less saturated than the thirty-minute specimen.

While the penetration in this experiment was much more rapid and extensive than was expected, only two rabbits were used, and these excellent results should be confirmed by future trials. However, it should also be stressed that the results obtained in the forty separate specimens were all consistent with their particular phase of the experiment and no discrepancies were found. It is therefore more than probable that these results can be duplicated.

SUMMARY

Newer organic compounds, termed wetting agents, derived from the fatty alcohol sulfates, sulfated fatty acid esters and amides, from the secondary alcohol sulfates, sulfated esters of higher alcohols and dibasic acids and from the numerous alkyl derivatives of aryl or aromatic sulfonates and the esters of sodium sulfosuccinate are of value in the preparation of finer and more efficient lotions, creams and ointment bases.

Their wetting power is based on both the reduction of surface tension of the lotion, cream or ointment base and the lowering of interfacial tension between the solid and the solvent, thus permitting rapid penetration and dispersion in the solid.

This property gives to the compounds unusual emulsifying, detergent and penetrating powers, and they remain stable and effective in acid, neutral and alkaline solutions and in either hard or soft water.

They are resistant to oxidation, and they are compatible with or may supplement or substitute for the vegetable, animal or mineral fats and oils in the preparation of creams, ointments and lotions.

Preparations for Burns

A NEW treatment for burns that involves the use of a paste containing glycerine and a soluble sulfonamide called "Albucide" is described in the British Medical Journal by Drs. J. M. Robson and A. B. Wallace of Edinburgh University. Other water-soluble preparations may do, but have not yet been tested. These workers, above, named this new paste, "Euglamide".

Euglamide is not recommended as an alternative to tannic acid, but is advocated for the treatment of first and second degree burns of the face, hands and flexures where the effects of the coagulation treatment is undesired. To prepare Euglamide, 5 Gm. of soluble albucide is added to 100 cc. of glycerine and the mixture heated cautiously until the solid is dissolved; thirty minutes usually being required. After solution has been effected, 10 cc. of cod-liver oil is added and the liquids thoroughly mixed. This is then triturated with about 80 Gm. of fine kaolin to produce a smooth paste of the consistency of thick cream.

The lesions are thoroughly cleaned before the glycerine-sulfonamide paste is applied. Warm isotonic saline is used to remove blisters and loose epidermis in second degree burns.

To Remove Scratches on Glass

SCRATCHES on glass may be eradicated by using a paste made of glycerine, water and rouge (iron oxide) mixed to the desired consistency. A hard felt pad is dipped in this paste and rubbed briskly back and forth over the scratched surface until the markings disappear. The paste can be washed away by simply flushing with water. This paste is particularly suitable for removing shallow scratches. Deeper gougings require more specialized treatment and coarser abrasives to start with. For this latter purpose emery powder will often serve, and glycerine makes a satisfactory medium in which to suspend the powdered abrasive.

Scented Lacquers

A PROCESS for effectively and permanently perfuming articles was developed recently. Cellulose acetate is dissolved in a suitable organic solvent such as acetone, to which 10 per cent 1.4-diethylene oxide is added, producing a somewhat viscous solution. A softener such as diethyl phthalate is also added (2 to 20 per cent), a mixture of diethyl phthalate and glycerine triacetate also being suitable for this purpose. Added to the mixture are suitable perfume compounds such as lavender, rose, gardenia, violet, jasmine, carnation, narcissus, lilac, etc. This lacquer may be applied freely and will retain its pleasant odor for many months.—*Schimmel Briefs.*

American Smell Society

THE fine article in your September issue entitled "Our Amazing Sense of Smell," by Dr. E. G. Thomssen and Dr. M. H. Doner, was read with much interest.

In case any of your readers wish to pursue further this fascinating study, I believe much information can be derived from the following books which I have personally found helpful:

"Aromatics and the Soul" by the late Dan Mackenzie a Scottish medical man. This is a thoughtful and philosophical study, full of stories and anecdotes relating to smell in all its aspects.

"The New Pleasure" by John Gloag. This is a fantastic novel which depends for its plot on the discovery of an imaginary substance called "Voe," which enormously enhances the sense of smell with amusing and far-reaching results.

Two books containing chapters on the close relationship between smell and sex are: "Ideal Marriage" by the celebrated Dutch gynecologist and philosopher Van der Velde, and "Studies in the Psychology of Sex," by the late Havelock Ellis, which is the standard textbook for medical students on this subject.

The recently published "Pain, Sex and Time," by the well-known thinker and scientist, Gerald Heard, deals with the possibility of continuing evolution of homo sapiens. In this work can be found an explanation of the fact that man possesses a far less acute sense of smell than many other animals. Mr. Heard believes that during Evolution of the human brain "the neopallium, the structure in the brain in which advance consciousness is centred, stretches out and overcovers the olfactory centre. So smell ceases to dominate, as reflection, simultaneously becomes possible through precisely that new higher nervous centre which puts the scent centre out of action."

This seems to me to prove that however much we try to improve and educate our sense of smell, we humans can never advance very far owing to the constitutional deficiencies of our highly developed brains. I have been studying this subject of the sense of smell for some years and am one of the original founder-members of the Smell Society, which was formed in London, England, six years ago, with the following objects: "To safeguard the sense of smell, to encourage good smells and eliminate bad smells, and to make the public smell-conscious." The founder of the Smell Society was a London lawyer, Ambrose Appelbe, and the society created great interest and some amusement for a time among the general public, also writers, scientists, doctors, perfumers, air-conditioning engineers, and many other professional men, and women. Since the war, however, its activities have been curtailed in Britain. In case any readers of THE AMERICAN PERFUMER or their friends would be interested in forming an American Smell Society, to hold meetings and debates for discussion on all aspects of this subject, I should be very glad to hear from them.—*J. L. Hindle, 119 W. 25 St., New York. Chelsea 2-1310.*

"Certainly I want a perfume to attract men but after all—"

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON DENAVARRE

Zinc Oxide Substitutes— Naturally the first thought that comes to everyone's mind in looking for a zinc oxide substitute is titanium dioxide. And it is a good substitute too, except that it won't take the tint in the same way that zinc oxide does. There are several ways of overcoming this. Chalk (fine, light precipitated chalk), magnesium carbonate and higher quantities of stearates will help. One company offers a trade-named compound for the purpose, and it really looks swell. Fine, light colored kaolin should not be disregarded. Since the zinc oxide situation appears no better as the days go by, it is the wise man who looks to substitutes to stretch what zinc oxide he has now.

Cosmetic Stockings— When fabricating staining type cosmetic stockings, be careful in selecting colors, since some will stain the skin readily while others will not. If not correctly made, a staining product can produce a rainbow-like galaxy of colors instead of a smooth uniform shade. Surface tension depressants such as some of the wetting agents will help overcome this condition.

Equipment— There are numerous pieces of equipment not being used, or that are too small for present requirements, all setting in cold warehouses. Many companies could use such equipment, as calls made upon us will attest. If you have something around your place that is in good shape but unsuited for your own use for one reason or another, let us know and we'll try to put you in touch with people who need it. On the other hand, you who need equipment can do yourselves a favor by investigating good used equipment, with a great saving of time in these days of priorities—and sometimes a small cash saving, too. These are difficult days for all of us, and we must all pitch in to make the defense effort a success.

Plastic Lipstick Containers— One company is still taking orders for lipstick containers made of plastic. Orders must be for special mould stuff of large runs. It is all private mould, hence the reason for large runs.

Bulletins— There still are a couple of bulletins available. The last one describing waxes in detail is among these. During the present trying times, it is all the more important to know all of the materials that might be used in cosmetic manufacture. The bulletins are an excellent source of information on their respective subjects. The fact that thousands of them have been requested is indicative of their worth.

Liquid Menthol— In many cosmetic preparations it is not essential to use pure crystalline menthol. A liquid menthol contains 65 per cent menthol USP and the remainder is lower melting menthol isomers. It is much easier to make this kind of menthol, in fact seven times easier one supplier informs us. Shaving lotions, shaving creams, toothpaste and powder among other cosmetics can easily use such a product. It is all a long story. Natural menthol is getting tighter. Artificial menthol of USP quality can be produced only from oil of citronella Java. The Oriental situation being what it is, everyone should do a bit toward conserving all resources. Since it takes about 10 pounds of citronella oil Java to produce a pound of menthol USP synthetic, you can see that a lot of material and time can be wasted in attempting to purify all synthetic menthol to the point where it is of USP quality. The supplier of this type of menthol will gladly give you the whole story. Anyway, the liquid menthol can find many applications in cosmetics which don't require USP menthol.

Regarding Gums— Gums tragacanth, acacia and karaya are apparently not as hard to get as some of us think, at least one supplier tells us so. This is particularly true of karaya gum. Of course, all grades of tragacanth may not be available but there seems to be tragacanth gum of some kind for sale. That is heartening news, i.e., to find anything for sale in these days of shortages.

New Equipment— One equipment supplier has a limited quantity of glass lined tanks, in various capacities that can be shipped at once. Sizes vary from 25 gallons up to several hundred gallons. You'll have to work fast to get some of it.

Wooing Panamerica— Did you ever hear the old adage about being able to "get more with honey than with vinegar"? Most everyone has heard that one but a lot of the Wash-

ington politicos apparently haven't, nor some of the U. S. manufacturers, either.

Washington, for example, wants friendly relations and exchange of needed materials between the two continents, all of which is to be expedited with the minimum of red tape. Instead of working toward this goal, we send a lot of "good will" ambassadors who for the most part turn out to be *embarrassers.*

Then, too, Washington makes it impossible for suppliers of raw materials to take care of local demand—let alone any Panamerican friends—by involving the procedure for obtaining priority ratings on the chemicals needed to fabricate the raw materials. Thus our Panamerican friends, who are in sad need of phenylethyl alcohol, benzaldehyde, amyl cinnamic aldehyde, ionones and many other basic materials, can't get them because domestic makers of these chemicals can't get benzene, acetone, chlorine, heptaldehyde, magnesium, bromine, aluminum, nitric and sulfuric acid, acetic anhydride and a few other things.

And it is surprising what a small tonnage of raw materials is really needed to make and keep our Panamerican friends, which in one sense is just as important as winning the war. Because just as sure as God made green apples, when the war is over, the Panamerican business isn't going to be here if we don't take care of it now. All this doesn't even begin to unsnarl the legal-international tangle you find when you want to export something to our *friends* in Panamerica. What a lotta grief a little planning could prevent!

Reselling Chemicals

COMPLAINTS to various defense agencies over resales of chemical materials at fantastic prices will not be fruitful of more than general disapproval, since Washington has no effective machinery for preventing such selling. It was said that reselling has reached a point where a great many small manufacturers are almost wholly dependent upon second hand sellers for their supplies of critical materials. A wide range of solvents, a number of coal tar derivatives and some bichromates are affected by the reselling.

QUESTIONS & ANSWERS

365. Type of Perfume

Q: *I have a formula for a fragrance but do not know the type of perfume it would make. (Formula follows.) Please advise the type my formula comes under and if this would be appealing to the majority of people.* S. A., Pa.

A: Your formula does not appear to be complete. The *fixative* is not mentioned by name and the amount present in your formula can affect the odor considerably. If you care to tell us what you use as fixative we can advise more correctly. As your formula stands, we doubt if it would have widespread appeal. It needs a great deal of rounding off. You might submit it to some house specializing in aromatics and ask them to help you develop the particular character you are seeking. If we can help, let us know.

366. Emulsifying Creams

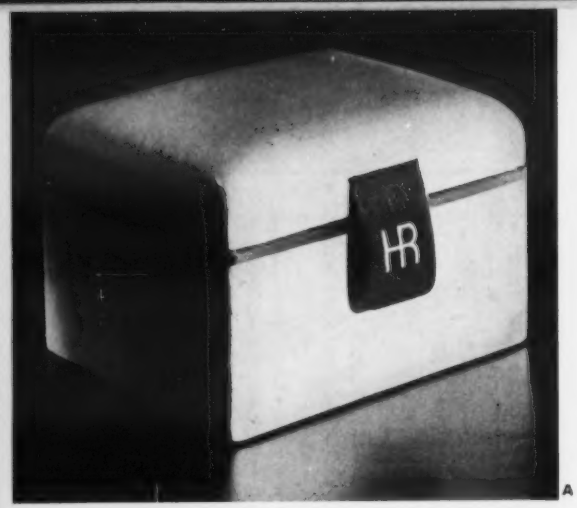
Q: In the July issue of THE AMERICAN PERFUMER, *you say that creams can be emulsified in other ways than with borax alone. Would it be possible for you to send up any information on this point that you may have on hand or advise where such information may be obtained?* W. V., N. Y.

A: Any *alkali* may be used in place of borax to emulsify creams containing beeswax or other materials containing some free fatty acids. Such alkalis might be potassium, sodium or ammonium hydroxide, sodium or potassium carbonate, triethanolamine, triisopropanolamine, amino glycol, amino ethanols or quaternary ammonium compounds. Such emulsifiers will produce emulsions of oil-in-water. On the other hand, if you prefer to make creams of the type water-in-oil, you may select either an absorption base, many of which are on the market, or use one of the oleates of sorbitol or mannitol together with a hydrocarbon mixture and water. Such emulsions of water-in-oil do not require an alkali. Alkalis usually produce emulsions of oil-in-water.

367. Potash Substitutes

Q: So far we have been unable to purchase caustic potash since our old source is unable to supply us, and we need the material to make shampoo, liquid disinfectant, vanishing cream and so forth. I am wondering if you can tell us where we can obtain caustic potash or what we might use as a substitute for it. We hope that the substitute will not cost much more than the potash. K. J., Mo.

A: About the only thing that you can use that would compete with caustic potash is caustic soda. Of course, the soaps made with caustic soda are considerably harder and somewhat less soluble. It will take much less caustic soda than caustic potash to do the same job of saponification. There is no question that all potash salts are scarce, since we depended a great deal on foreign sources for our own requirements. In addition, the labor situation in the factory of one of the major suppliers of potash created a further scarcity. This labor situation now has been settled and production is going on as usual. We are giving you under separate cover the names of a number of suppliers of caustic potash and soda. If you cannot obtain caustic potash, you might find it useful to use a mixture of caustic soda and one of the amino hydroxy compounds which are still available in small quantities. The mixture might give you properties similar to that of soaps made with caustic potash.

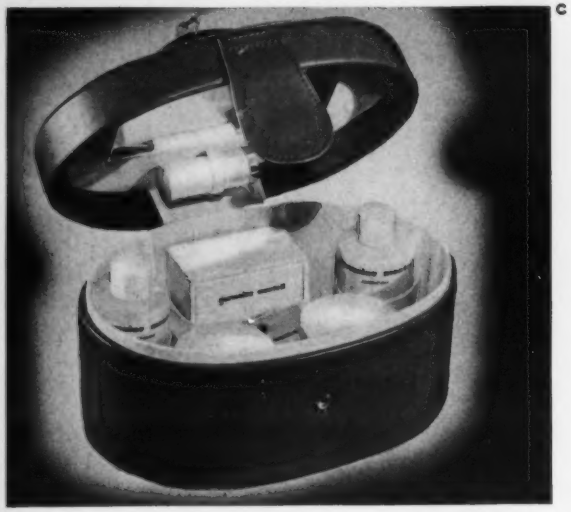


A

B

HELENA RUBINSTEIN: Jewel Box is of white kid trimmed in red and satin-lined. It contains face powder and may be used later for cigarettes or jewels.

E



C

D

B

COUTURIERS: Tricot perfume and cologne, to match jersey and knitted fabrics, come in clean flacons with green tops. Labels are of green silk jersey.

C

GERMAINE MONTEIL: A miniature hat box of British brown leather is lined in ivory waterproof material and contains six cleansing and make-up products.

D

FRANCES DENNEY: Night Life perfume is the star of a new series of toiletries including bath items. A half-open stage curtain dominates the design.

F

E

CHARLES OF THE RITZ: A new fragrance, Love Potion, comes in a flacon topped with a cupid's head. It is packaged in an oval cylinder of red satin.

F

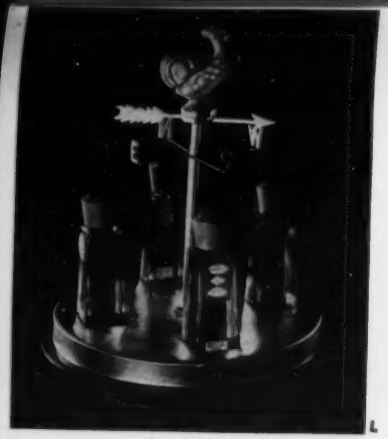
LUCIEN LELONG: Gay colored peasant figures of yarn dance hand in hand around the outside box for Balalaika, a new perfume offered in three sizes.

C

Packaging PORTFOLIO

curtain dominates the design.

a new perfume offered in three sizes.



L

G

H

M

N

I

G

KATHLEEN MARY QUINLAN: Jars and bottles have a new dress: caps and tops are a soft pink as well as the labels whose lettering is done in magenta.

H

SCHNEFEL BROS.: La Cross' Lazy Sue is chintz-covered boudoir box holding six manicure aids. It comes in both flowered and plain material, gay colors.

L

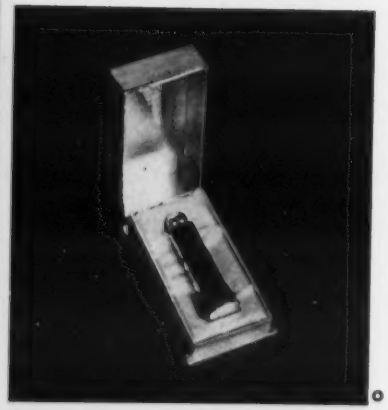
COTY: Spin the arrow and one of four fragrances is available on Weathervane. The base revolves.

M

GOURIELLI: Apothecary jars and the firm's crest feature the packaging of preparations for women.

N

OLD SOUTH: Virginia Reel Trio is three guest decanter bottles of cologne, each in a different odor.



O

O

ASSOCIATED DISTRIBUTORS: Among the products in Tabu odor is a lipstick with perfume top.

P

PRIMROSE HOUSE: A separate carrying case for seven beauty products is a feature of Travellete case.

Q

MILKMAID: Each make-up item, powder, rouge, lipstick, has a milk base. Choice of shades offered.

I

LIGHTFOOT SCHULTZ: One of the soap novelties is a hand holding a red rose, which rests on a lace trimmed red velvet mid-Victorian pin cushion base.

J

R

KERK GUILD: Information Please is the title of this soap novelty now available from this firm.

S

THE DeVILBISS CO. In the new atomizers are the heavy sham glass cylinders for perfumes and colognes.

T

NASSOUR BROS.: Two perfumes, Romeo and Juliet, decked with flowers, comprise Opera Night.

J

BERGDORF-GOODMAN: For this firm's new No. 9 perfume, an apothecary bottle is used. The house colors, mauve and violet, decorate the package.

P

Q

R

S

T

K

THE GEORGE W. LUFT CO.: A trio of make-up items, rouge, powder, lipstick, come in Tangee's Smoothie which is made of red, white and blue plastic.

K

A

BEAUTY COUNSELORS: In Rhapsody in Blue all packaging is delft blue. Contents are bath items.

B

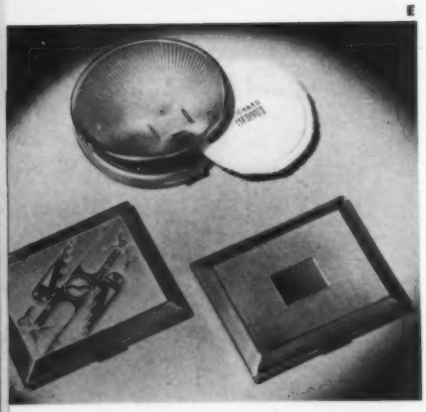
TUSSY: Pinafore, a new odor with packaging in gingham design, is available in bath accessories.

C

DOROTHY GRAY: Nosegay fragrance gains new products, also new blue, pink and white packages.

D

BARBARA GOULD: Beauty products come in a removable case, leaving space for clothes.



E

RICHARD HUDNUT: New vanities are Sunburst, Thunderbird and Tailored Twin. The latter two include rouge. All are loose powder compacts.

F

WRISLEY: Beau Rose Band Box holds cologne, bath oil, bath powder, soap and crystals. The blue and rose color theme features products, packages.

G

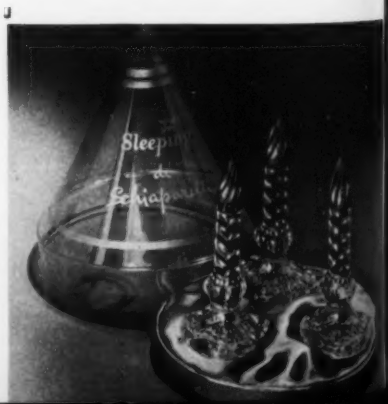
SHULTON: Early American Old Spice Vanity Box contains dusting powder, toilet water, soap, bath salts, body sachet and a dram of perfume.

H

WORTH: For the first time, Je Reviens perfume and toilet water are presented together, in a blue and silver box. Al Rosenfeld is the distributor.

I

JACQUELINE COCHRAN: Skyliner, a career woman's overnight bag, is made of simulated redwood leather. It holds regular size preparations.



J

SCHIAPARELLI: Sleeping Sentinels are three one-dram bottles of Sleeping perfume resting on a satin pillow under a transparent snuffer cover.

New TOILET GOODS Review

Thumb's Up Shower Glove: An innovation in the new shower glove of Germaine Monteil is the inclusion of a thumb, thus giving greater freedom of action in using the mitten. Thumb's Up is made of terry cloth in pink or yellow, tightened at the wrist for a gauntlet effect. A finely crushed soap fills the glove in the cup of the hand, enabling the user's fingers to curl over it and permitting greater ease in rubbing the soap over the body. The handmilled soap is perfumed with Bouquet or Gardenia.

Mov: A cream nail polish remover, Mov, is available from a firm of the same name. It comes in tubes and is said to remove stain from fingers as well as the polish from nails. The cream is applied to the nails and left on for a few minutes, longer if the coat of polish is heavy, and then it is wiped off with cleansing tissue.

Billfold Purse Kit: Among the recently added items at Milkmaid, Inc., are a group of purse kits created in the shape of bill-folds. The kits contain compact, rouge and lipstick, comb and change purse as well as a section for banknotes. They come in seven different materials and colors. Lipstick and rouge are in garden vegetable shades—red beet, carrot, radish, tomato and watermelon.

CUTEX OVERCOAT

Cutex Overcoat: Overcoat, a quick-drying finish, designed to cut minutes off polish-applying time, is offered by Northam Warren Corp. Overcoat is a clear liquid which is said not to affect the polish color but to help the polish wear better and to act as a protection as the polish hardens underneath. It adds a lustre-effect.

BATH BEATITUDES

Bath Beatitudes: Stressing the return of femininity to fashion, Rose Laird presents an entirely new series of bath accessories, named Bath Beatitudes. They include bath essence, bath suds, bath soap, solid bath powder and Laird Essence, the latter said to be more lasting than toilet water. All the products come in two fragrances, Mountain Zephyr and Exquisite. A third odor, Jeunesse, is available in the Laird Essence.

The solid bath powder is offered in a pressed cake to prevent drifting and waste.

Package design is a patch-quilt effect of polka dots against backgrounds of white, grey and rose.

BILLFOLD KIT

EDITORIALS

A FUTURE FOR SYNTHETICS

THE impetus given in the last year to the production of synthetic aromatic products to replace natural substances no longer obtainable on account of the blockade, has had tangible results; and in a few instances such as synthetic bergamot, geranium, ylang ylang, lavender and oak moss created by a few of the leading houses, creditable results.

It must be remembered that this is just a beginning and that by the time new sources of supply for needed essential oils are developed—and that may be a matter of years—it is possible that some of the newer and better synthetics may be so firmly established that they will never be entirely dislodged. It wasn't so many years ago that rising prices of vanilla beans led many consumers to experiment with synthetic vanilla which proved to be so satisfactory for their purposes that it was never entirely abandoned by them.

Synthetics of course existed before the war, but compared with some of the recent creations they were little more than compounds with a fragrance approximating that of the natural product. They were not serious developments. There was no sound economic reason why they should be. Why, for instance, should a company spend time and money developing an exceptional synthetic bergamot when the natural was selling for $1.65?

About a year ago when supplies of natural products were fast becoming exhausted manufacturers began to stretch them. Compromise formulas, using a fraction of the natural product fortified with other materials, began to be used. Then, looking ahead to the time when the most needed natural products might no longer be available a serious effort was made to develop synthetics not only close in odor and in color—which is seldom of any importance—but which also endeavored to reproduce the solubility, the viscosity, the stability and other physical and chemical characteristics of the natural product. Despite the handicap of a shortage of needed raw materials and even of domestic aromatic chemicals commendable results were achieved.

Along with this development has gone a clearer understanding on the part of the consumer as to the uses of synthetics. A synthetic product differs from a natural product in many ways. Merely substituting a synthetic product for a natural one doesn't work out. Usually it is found that an equal amount of a synthetic covers up some other vital ingredient whose proportions accordingly must be increased; and so on down the line. When all of the adjustments are made after much toil a satisfactory formula usually results. To readapt that formula so as to utilize the natural product when it again becomes available would entail an equal amount of work without commensurate results.

No less an authority than Col. Marston Taylor Bogert, whose chemical research in this industry is well known, once predicted that the time is coming when the principal source of revenue for the flower growers of Grasse will be the sale of flowers to tourists. While the fulfillment of that prediction may still be a long way off it is undeniable that some exceedingly useful synthetics have already been developed which it seems likely will never be abandoned.

THE NEW FEDERAL EXCISE TAX

ON the day that the new federal excise tax on cosmetics went into effect purchases of cosmetics were made at various sized department, drug, syndicate and other stores in two of the more populous boroughs of New York City. No errors in the correct assessment of the federal tax nor in the assessment of the New York City sales tax were discovered; and in no case was the tax absorbed by the seller. While it was impossible to duplicate all of the situations in which confusion is likely to arise and while the number of stores visited was necessarily limited, the experiment probably affords a fairly reliable picture of how the new law may be expected to operate. Such results are a tribute to the various tax services and to the mediums of publicity, the newspapers and the radio, which reduced the provisions of the law to their simplest terms and made them known to retailers and the public. While apprehension was expressed in some quarters that the tax would retard sales it was generally felt that this would not be the case.

SELECTING SOAPS FOR LAUNDRY USES

Types of soaps best suited to various sized laundries . . . Advantages of tallow soap chips, powdered neutral tallow soap, low titer soap . . . Proper concentration

by DAVID I. DAY

IN SELECTING a soap product, the laundry executive should purchase only what promises the best performance under his own specific surrounding conditions. On the contrary, however, the selection is frequently based upon what some competing plant is using, what the executive has heard is in use in some noted commercial laundry, like the Pilgrim in Brooklyn, or upon some reason equally impractical.

The manufacturers have removed a part of this difficulty by standardizing upon the fewest possible soap types. But despite this—we see a great many small institutional laundries using a type of soap which would be more practical in one of the giant laundries of New York or Chicago. At times, pretty large plants are using soap more fitted to the needs of the small commercial or part-time institutional washroom.

TALLOW SOAP CHIPS

Tallow soap chips may be regarded as the most practical type for the large laundry. It costs less per pound of real soap. It is convenient to handle in building a soap to suit the laundry water and it is a type very soluble. This soap being already in complete solution when added to the wheel has an immediate detergent action and the instant suds produced is important because it enables the washman to accurately control the amount of soap used. Most soap manufacturers provide tallow chips containing at least 88 per cent pure dry soap, commercially neutral, containing not more than 3 per cent soda ash and sodium silicate to stabilize the product while in storage. Solutions of this soap at ordinary laundry concentration will show a pH of 9.5 to 10.0, the desired range of alkalinity from the solution of pure soap.

POWDERED NEUTRAL TALLOW SOAP

Occasionally we find a small plant with the washmen not very well satisfied with the performance of tallow soap chips. When they are induced to change to powdered neutral tallow soap, they soon report improved results. A little laundry operating but a few wheels and those often on but a part-time basis does not use a great deal of soap daily. Using soap chips means usually the preparation of a tank of soap solution which must be kept warm—often reheated three or four times daily—does not make for economy or convenience. Sometimes, the washmen get a little careless as to the condition of a soap solution that is so much bother. They find an already built powdered soap ready for instant use and there is no necessity of weighing and mixing. It is true that occasionally the ready-built soap will not exactly fit the water in use but it will approximately fit in most instances and it is so handy to use that, once started in the small washroom, it is rarely discontinued.

LOW TITER SOAP

A third class of soap has done a great deal in recent years to increase commercial laundry good will and it has increased the efficiency of institutional laundries everywhere. This is the cold-water or low titer commodity. An olive oil soap is an example. It is extremely soluble even in very low temperatures and has good detergent action. The net result is that colored clothing, inclined to fade

somewhat, can be washed clean with this soap and there will be no great amount of color loss. In the larger plants where considerable amount of colored clothing is to be washed, the best procedure is to purchase olive oil soap flakes and make stock solutions, adding a small amount of alkali of some mild sort. In small plants where it is desirable to add soap and builder directly to the wheel, a neutral built olive oil soap in powdered form is very suitable. In case no builder is to be used and soap only added to the wheel, it is best to buy the plain powdered olive oil soap. There are many brands of these low-titer products and certainly with the many fugitive and near-fugitive colored pieces in the average family bundle, it is unwise to neglect to use one of the soaps suitable for cold water washing.

FUNCTION OF SOAP IN WASHER

In order to gain a clearer understanding of the function of soap in the washer, there is more interest in the proper soap concentration during the washing process. It is proved by test that a little less than .01 per cent of soap will raise a reasonable suds on soft water. As soap is used ordinarily in making up a stock solution, the concentration will run from 2 to 4 or 5 per cent. When from a gallon to three gallons of this soap solution is added to varying amounts of water in a washer, the concentration thins out to possibly .1 per cent up to .15 per cent. All in excess of .01 per cent needed to build the lather is used in the washing process—or the removal of soil. The detergent action is one of surrounding each particle of soil with a film of soap and a film of soap formation over the surface of the fabrics. In the first suds, therefore, where there is a large amount of soil to remove, a large amount of soap relatively is required—or a high concentration of soap is needed. In the first suds, the concentration is quite frequently up to .15 per cent. In the last suds, it is down relatively to a trace—about .02 or .03 per cent. Expressed in another way the soap concentration reduces from 1000 to 1500 parts per million in the first suds (commonly called the "break") to 200 or 300 parts in the last suds.

pH READINGS

There is not so much curiosity nowadays regarding the practical value of a knowledge of pH as was the case five years ago. There are entire books on what pH means and all the ramifications of a complex subject. For the purposes of the commercial laundry operator, however, the matter can be much simplified. Every wash bath represents so much alkalinity and so much acidity. The neutral point between the two is represented on the pH scale as 7.0. All below is acid, all above is alkaline, each full pH unit representing a power of ten. Therefore, a bath with a pH of 9 is ten times as alkaline as a pH of 8—and a pH of 10.0 is ten times that of 9.0 and a hundred times that of a pH of 8.0. By the use of a simple washroom kit, the pH reading of the suds bath can be obtained in a few minutes. Experience has shown that certain pH levels are desirable for the best work. In sudsing, the best laundries, large and small, have standardized for most work on a pH of 10.5 to 11.0.

SOAP STOCK SOLUTIONS

One of the subjects of perennial interest among laundry production men is that of building stock soap solutions. Even men in small washrooms where a ready-built powdered soap is added directly to the wheel, the washroom men like to tell of new ideas on making a tank of built soap better and cheaper. A certain amount and kind of soap and alkali must be mixed, of course, but it was not until the convention of the Kansas Laundryowners' Association about seven years ago that a definite iron-clad system was announced. The original plan in the main is accepted today by better laundries.

In a small washroom, powdered neutral tallow soap because of convenience and economy frequently proves most satisfactory

Notes and Comments

by PAUL I. SMITH

Grading Distilled Fatty Acids—The demands for these materials now are increasing very considerably, although it must be admitted that wartime supplies often fall far short of pre-war quality, particularly in color. The usual unofficial standards prior to 1939 were 35 yellow and 7 red as tested by the Lovibond Tintometer for single distilled and 35 yellow and 4 red for the double distilled, but these were by no means rigidly adhered to by buyers, many of whom showed considerable variation in their requirements. Some buyers always have insisted that buying on a color basis was deceptive although others believed that it was the only reliable means of quickly assessing quality without the aid of the chemist. It should be pointed out that fatty acids taken from the end of a run invariably are darker than those taken early, the latter often giving a color test of 35 yellow and 2.0 red, which is very good reading for commercial double distilled. The whole secret of good color and low odor is plant efficiency and good management. It is impossible to obtain uniform yields unless the still furnace, still and steam distributing system are designed so as to deal efficiently with all types of greases, from garbage grease fatty acids to pressed animal stock and low grade petroleum extracted greases. While color can, of course, be measured by means of the Lovibond Tintometer, thus far odor cannot be registered except by the most complicated means. Consequently judgment of the degree of odor and type is a purely personal matter. What may be an unpleasant acrylic smell to one person may not be considered so pronounced by another. It is, however, advisable for the buyer to consider color and smell in relation to one another. If the color is good and smell offensive then it is obvious that the quality is impaired; on the other hand, an odorless yield which is of a slightly darker color is certain to give better satisfaction in processing.

The Recording Spectrophotomer—The absorption spectrum lends itself readily to both qualitative and quantitative determinations of direct interest to the soap chemist and in consequence a good deal of attention now is being given to the present and potential applications of spectrophotometry. One of the most recent applications is the use of this physical method of analysis for the improved, sensitive detection of metallic impurities in fats and soaps. The method depends on the use of diphenylthiocarbazone or dithizone for the formation of brightly colored metallic dithizonates soluble in organic solvents. Hellmuth Fischer was mainly responsible for the development of the fundamental method of colorimetric analysis, but Liebhafsky and Winslow used the G.E.C. recording spectrophotomer to good effect. The use of the recording spectrophotomer should prove of value in the determination of metallic impurities, particularly traces of copper and other metals suspected of promoting undesirable rancidity changes. The instrument can be utilized also for the determination of adulterants in fats, oils and other materials and for the determination of pH values. Those chemists who are unacquainted with the spectrophotomer will be well advised to study its many known and potential applications in the soap industry, particularly for supplementing well known methods of qualitative and quantitative analysis and for dealing accurately with traces of chemicals which may be rather troublesome to estimate or locate by normal means.

Pyrethrum in Animal Soaps—Pyrethrum is of some interest to soapers because of its use in animal soaps. Generally it is used in extract form containing 2 to 2.4 per cent pyrethrins. Nowadays pyrethrum extracts are available in the form of odorless preparations which can be easily diluted with suitable base oils. Thomssen and Kemp in *Modern Soap Making* remark that the main disadvantage to the use of pyrethrins of the pyrethrum and the rotenone of the derris root in soap is that the free alkali present tends to break down the additives and thus destroy their valuable insecticidal properties. When pyrethrins are used in compounding special soaps the greatest care has to be taken to keep down the alkalinity of the soap and for this reason the use of soapless detergents is strongly indicated. Of interest to manufacturers of animal soaps is the possible application of such compounds as tetradecyl amine acetate which are known to be strongly insecticidal and bactericidal.

Treating Plants with Alkaloidal Soaps—Alkaloidal soaps used in horticulture for the treatment of plants are in considerable demand in Great Britain where every effort is being made to minimize the action of pests and so obtain bumper harvests. Nicotine and anabasine soaps are of particular value and the latter is, in low concentrations, more toxic than the nicotine soaps. Sulfates of the alkaloids are claimed to be about eight times less toxic than the alkaloid soaps of the same alkaloid content. According to H. D. Kraiter, *Plant Protection* (U.S.S.R.) 1935, N.7. 14-28, the nicotine and anabasine soaps are six times more toxic than potassium soaps and 9 to 10 times more toxic than the ammonium soaps.

Surgical Liquid Soap—There is a growing demand for surgical liquid soap containing a full 40 per cent anhydrous soap value and well able to give a thick, creamy abundant lather when used in the proportion of one to three parts of distilled water. Such a soap not only must be neutral but free from any product likely to cause irritation of the skin even with repeated washings and scrubbings which are required every day of doctors, nurses and dentists. High-grade vegetable oils, particularly olive, Cochin coconut oil and palm-kernel oil, can form the basis of the stock but other additives are necessary to obtain a really high-grade liquid soap. Triethanolamine oleate may be present to the extent of 2.5 per cent together with 1.0

per cent sodium cetyl sulphate or sodium lauryl sulphate. Approximately 5 per cent glycerine and 2.5 per cent Turkey red oil are also desirable ingredients and greatly improve the general emollient properties of the soap.

Hydrogenation Process

IT NOW is realized increasingly that the hydrogenation process can be modified to produce a very extensive range of oils and fats and that in many cases oil refiners can, by careful regulation of the conditions of hydrogenation, produce oils specially suited for different types of processing. A good example of this is the process covered by U.S.Pat. 2,078,726, which claims that cold process or semi-boiled soap free from surface yellowing is obtained by saponifying an oil, such as coconut oil, which has been slightly hydrogenated so as to reduce the iodine value by 5 to 20 per cent without substantially altering its physical properties.

PARTIAL HYDROGENATION

It is also of interest to note that Russian technologists now recommend the partial hydrogenation of sunflower-seed oil mixed with primary or secondary alcohols in the presence of a nickel catalyst to produce an oil having the composition of olive oil and able, when saponified, to make a soap almost identical with pure olive oil soap. According to V. A. Rusch and I. L. Dvinjaninova (*J. Appl. Chem. Russ.*, 1939, 12, 1060-1064), aldehydes or ketones are obtained as by-products. From the above data it would appear probable that the oil refiner eventually will have at his disposal the means to produce, from a cheap and plentiful oil, materials possessing the required physical and chemical characteristics for making the most important kinds of soap.

If such proves to be the case it will mean a very considerable simplification of supplies as those countries blessed with only a few different kinds of oil would be able to convert them at will into a more extensive range of liquid and solid fats. Thus, instead of the soaper requiring two or more different oils to modify a formula consisting basically of coconut oil, he simply would purchase from the refiner a modified coconut oil all ready for processing and able to give exactly the type of soap he is able to sell. It is safely predicted that in the not too distant future more extensive use will be made of the hydrogenation process for what might be termed the transmutation of common oils into more valuable ones. At present hydrogenation is mainly employed for hardening fats and carrying out much needed de-odorization of fish oils, etc.

PRE-TREATMENT OF OILS

Fresh scientific evidence is rapidly accumulating to prove that pre-treatment of oils is of the greatest importance in influencing the final properties of soaps, cooking fats, etc. While it is realized that bleaching processes—chemical, physical and chemico-physical—are capable of excellent results, it is also appreciated that unless these are very carefully controlled they may defeat the very object in view. The writer recently has come across several cases where highly refined olive oil turned rancid after a very short period, due to the removal of natural anti-oxidants from the crude oil by activated carbon or activated earths. It would appear, therefore, that refining processes may, if carried too far, prove a source of danger and it is advisable to sacrifice some degree of purity for reasonable stability. Olive oil particularly is susceptible to autoxidation.

Imports of Fats and Oils

IMPORTS of fats and oils into the United States have been increasing and August imports were considerably larger than a year ago, according to the Department of Commerce.

With the exception of some Oriental and European products, the shortage of fats and oils imports anticipated in trade circles has not developed.

August imports of fats and oils, including the oil equivalent of imported oilseeds, increased by 47 million pounds compared with August, 1940.

A review of the fats and oils industry for September prepared by Charles E. Lund said that domestic demand for fats and oils slackened following a sharp price rise early in the month based on the higher costs of raw materials.

Wholesalers and large consumers of refined oils and other finished products had stocked ahead on a substantial scale and showed no interest in purchasing additional large supplies at the prevailing prices. Prices generally leveled off at the end of September.

Purchases by the Government for the armed forces and other defense needs accompanied by increased consumption by civilians has resulted in record sales of soap this year, it was reported.

Industrial consumption of inedible tallow, the principal ingredient in soap manufacture, is running ahead of current production and the use of palm oil has been approximately doubled compared with last year.

No Miracle Soap

GOOD soap is readily available for cleansing the skin! If your local water supply is not soft or softened, substitute fresh rain water or boiled water. Soap chemistry demands the presence of free alkali for recombination in the presence of water, hence alkali free soap usually means free of excess alkali in the dry state of the soap. We can say all this in a few words—there is no miracle soap.—*Dr. Herman Goodman.*

Old Larkin Soap Plant Now Busy

THE Coventry Soap Co., Ltd., is manufacturing soap in the plant of the Larkin Co., Buffalo, N. Y. The head of the business is Ilbert Stahl, formerly a soap manufacturer of Vienna, Austria. Milton E. Feldman is a partner in the business and is in charge of sales. Toilet soap is being made but soap chips and flakes are to be added.

Flavors

NEW FOOD MATERIALS FROM WHEY

Lengthens life of added flavors — Pilot plant tests by Bureau of the Dairy Industry revealing new uses in candy, bakery products and soups

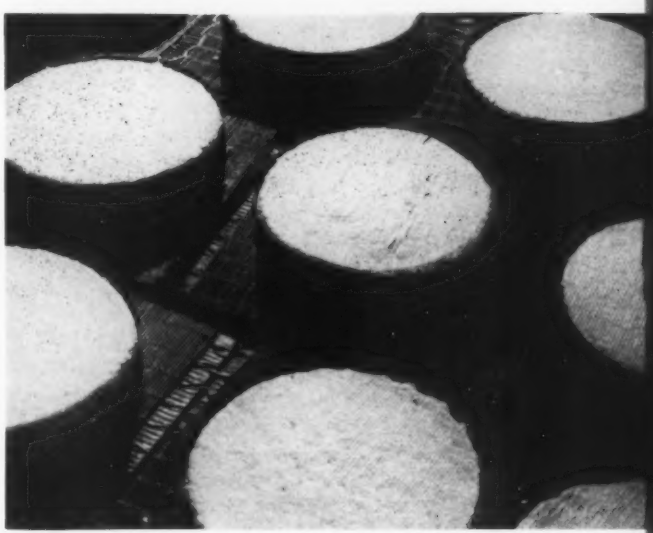
by HELENE LEACH

OUR rapidly accelerated cheese production brings into the spotlight a hitherto neglected by-product, the watery residue of the milk, called whey. Farmers used to feed it to their pigs and chickens, and thrifty Miss Muffets in the rural districts sometimes drank it.

Now most of our cheese products are being produced in factories, and cheese manufacturers have had a real problem in disposing of whey which pours forth in such abundant quantities. Most of the larger cheese factories have been finding their local sewage systems too small to carry off the whey as a waste product, so many of them have resorted to drying machines which turn the whey into powder that can be more easily handled.

Whey powder is used in diets where easy digestibility and high mineral content are desired. However, the market for this product has been limited.

Next to skim milk, whey is the greatest potential source of milk constituents for use in foods, and dramatic new possibilities for the wider use of this humble product are being uncovered by the current investigations of the Bureau of Dairy Industry.



Photos—The Borden Company

Whey drips into the pans below the molds of Brie cheese

MANY USES UNCOVERED

Although whey itself is a highly perishable commodity the Bureau has shown that if it is concentrated with cane sugar, a syrupy material is obtained which will keep indefinitely. This syrup increases the food value of confectionery, decreases the sweetness by displacing some of the cane sugar, and lengthens the life of the added flavorings. The amount of whey solids that may be added varies from 15 to 40 per cent of the weight of the candy.

Two of the candy formulas developed in the Bureau's laboratories utilize a sweetened concentrated whey in a proportion of nearly half the weight of the total ingredients. Other ingredients are corn syrup, invert syrup, sugar, skim milk solids, coconut fat, butter fat, chocolate, and chopped nuts.

Another candy formula that has proved popular in the testing laboratories calls for only two essential ingredients—sweetened condensed whey and a finely ground pre-cooked dry cereal. With a choco-

Machine presses whey out of bags of curds for cream cheese

late coating, this is most attractive and wholesome.

Whey candy is definitely less fattening than the majority of candies on the market, and so it should have an added sales appeal for the ladies.

WHEY SOLIDS

Whey solids are also a valuable ingredient for soups, particularly the acid soups which tend to curdle when heated with milk. The addition of whey produces a creamy soup, which may be boiled safely without curdling. A pea-soup powder containing whey or skim-milk solids has been developed, which keeps well and produces a thick, palatable soup when boiled with water. In this product the natural anti-oxidant of the pea is utilized to protect the fat from rancidity while the water-absorbing properties of the pea are retained.

The Bureau has found also that whey solids are well-adapted for use in various bakery goods.

A new pilot-tested method of extracting the milk sugar from whey overcomes previous denaturing defects, producing three valuable ingredients: the milk sugar; a white, protein-rich powder which whips readily with a little water and may be used as a supplement to or substitute for egg whites; and a yellow powder containing lactose and vitamin B_2 in a form eight times as concentrated as in the original whey powder. This lactose powder is also suitable for use in foods.

As a low-cost and nutritious ingredient, whey seems to offer real opportunities to food manufacturers. Its potentialities in the food field are apparently only just beginning to be realized, and in the months to come it will be pouring out of the cheese factories in constantly increasing abundance, due to the exigencies of the lend-lease program.—*Food Materials and Equipment.*

Chocolate Flavored Products

THE Federal Security Agency is conducting a survey on the production and sale of chocolate milk, chocolate-flavored drinks, and chocolate-flavored products for the purpose of securing factual information for the possible establishment of definitions and standards.

The survey is intended to secure information from: Manufacturers of Chocolate Syrup; Chocolate-Flavored Syrups or Powders; State Boards and Commissions; State, County and City Regulations promulgated, establishing definitions of standards for chocolate milk and chocolate-flavored drinks, and milk plants, dairies, etc., as to the common and usual practice of milk plants, dairies, etc., in the production, sale and labeling of said chocolate milk and chocolate-flavored drinks.

Vanilla From Seeds

SUCCESS in growing vanilla plants from seed, which had been considered virtually impossible, was reported October 15 at Cornell University.

The discovery is specially important now because the United States Department of Agriculture is trying to introduce vanilla culture in Puerto Rico.

Growing vanilla from seed opens the way to produce hybrid plants, capable of growing better in a new environment than imported plants, and likewise improving the quality. Dr. Lewis Knudson of Cornell grows the vanilla extract seed in test tubes plugged with cotton to keep out bacteria.

War-Made Problems Discussed

PRESSING problems brought about by the war armament program were considered at a meeting of the Executive Committee of the Flavoring Extract Manufacturers Assn. in the Hotel Pennsylvania, N. Y., Sept. 25 and 26.

George H. Burnett, Chairman of the Alcohol Tax Reduction Committee discussed the present shortage of alcohol, the possible restriction of its use in certain products, as, likewise, contemplated plan of the SPAB to use 20 million bushels of corn in the production of alcohol by distillers; that until the present time, controversy concerning the release of the grain for said purposes has not as yet been settled, and that in the event this plan is approved, the production of alcohol from corn by distillers will relieve existing conditions.

George M. Armor made a report regarding his continued negotiations with Senator Tydings, author of the Tydings Amendment, which amendment permitted a $1.00 per proof gallon draw-back on alcohol used for non-beverage purposes; likewise, his negotiations with Senator Radcliff, a member of the Senate Finance Committee. Reference was made to many conferences had with other representatives of non-beverage using industries.

President Beach requested that the Tax Reduction Committee continue negotiations regarding the establishment of a differential in tax on non-beverage alcohol and not rest until every member of the House of Representatives has been contacted and made familiar with the unjust tax burden placed upon the non-beverage alcohol using industries, so that when the House of Representatives considers an "administrative bill" or a new "tax bill," that a further hearing will be held on the establishment of a differential in the tax on non-beverage alcohol and relief given to the non-beverage alcohol-using industries.

Messrs. Cortizas and Buckley discussed the vanilla bean situation and the efforts being made to import bourbon beans from Madagascar, also the Mexican bean outlook. John S. Hall discussed priorities and the possibilities of securing a priority rating for the entire food industry.

Coca-Cola Wins Again

ANOTHER round in the never-ending "cola" battle has been won by Coca-Cola Co. in a trademark case involving Jacob Ries Bottling Works, Shakopee, Minn., which applied unsuccessfully for a trademark registration on its "Rock Spring Kola."

Coca-Cola opposed the application, relying on the trademark which it first received back in 1893. Ries sought to register "Rock Spring Kola," but the word "Kola" was disclaimed. The examiner of interferences ruled in favor of Ries, but Leslie Frazer, first assistant commissioner of the Patent Office, reversed the decision and sustained Coca-Cola.

Commissioner Frazer noted that the examiner's decision was predicated largely on the finding that the words "Kola" and "Cola" are descriptive, a contention which the U. S. Court of Customs and Patent Appeals expressly denied in a case brought by Corn Products Refining Co. The examiner had relied on a circuit court of appeals decision which is contrary to the patents court ruling in some respects, but Commissioner Frazer concluded that the patents court has appellate jurisdiction over the Patent Office and that its decisions are binding.

Soda Water Flavor Problems

THE National Manufacturers of Soda Water Flavors met Nov. 12 in the Bellevue-Stratford Hotel, Philadelphia, Pa., to discuss vitally important problems affecting the flavoring products industry. Prices and priorities, the scarcity of raw materials, labor problems, social security, new tax measures and problems under the federal food, drug and cosmetic act were considered. Dr. J. W. Sale was the chief speaker. The meeting was conducted by Dr. Clarke E. Davis, president of the association.

Petition for Priorities

THE Flavoring Extract Mfrs. Assn., the National Assn. of Mfrs. of Fruit and Flavoring Syrups and the National Mfrs. of Soda Water Flavors have petitioned the OPM and OPA for priorities on the use of ethyl alcohol and glycerine by the flavoring products industry. Favorable action is expected because of the importance of the industry.

"WILL IT LAST?" asks the customer when purchasing an odor. Naugatuck's answer is the creation—FIXATEUR LIQUID. We offer it to the trade confident of its power to enhance the lasting quality of your odor.

Not only is it the best available fixative, but it also adds that indescribable "powdery" note to your product. Where your clientele demands a lasting odor—USE FIXATEUR LIQUID.

NAUGATUCK AROMATICS

DIVISION OF UNITED STATES RUBBER COMPANY

12 EAST 22nd STREET • NEW YORK, N. Y.

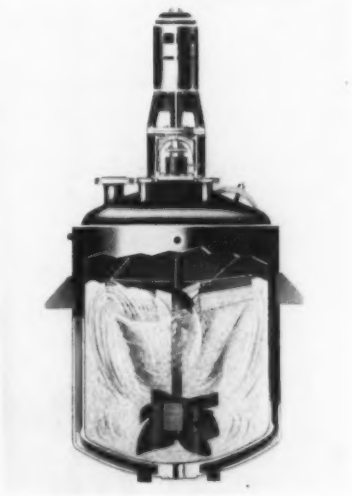
215 W. OHIO STREET, CHICAGO, ILL. • H. M. ROYAL, Inc. 4814 LOMA VISTA, LOS ANGELES, CALIF.

Sole Representatives for: BRUNO COURT, S. A., GRASSE, FRANCE C. A. P. P., CASABLANCA, MOROCCO

New Products and Processes

New features in agitator

A new agitator for contacting liquid and liquid; liquid and solid or liquid and gas offered by the Blaw-Knox Co. consists of a jacketed shell designed for Dowtherm heating, a rotor



Operation of agitator indicated

driven by motoreducer and special surf-riding baffles. According to the maker's description the rotor swirls the mass of liquid creating a central vortex while the surf riding baffles divert the top portion of the rotating fluid plunging it into the vortex. Intimate mixing is thus assured it is stated as top to bottom circulation and increased surface contact area combined with high rotational velocity is secured. Further details will be sent on request.

Cosmetic Institute reduces fees

The Food, Drug and Cosmetic Institute announces a drastic reduction in the price of membership to $10 annually in order to make its services more easily available to a greater number of manufacturers. The Institute reports that it supplies its members with complete information regarding all federal and state food, drug and cosmetic and related laws and regulations at all times; with a special service relating to the defense effort including priority and defense supply ratings; collective legal representation before governmental agencies and complete files of all blanks and forms needs in complying with governmental orders and regulations. The organization is a non-profit one. Further details of the service offered will be sent on request.

Infeed and unscrambling table

A new straight-line infeed and unscrambling table which is claimed to save the cost of one operator, as it usually requires two men to unload up to 150 bottles, jars or containers per minute, is offered by the Island Equipment & Supply Co., Inc. With this table, it is stated, operators do not have to touch hands to the mouth of bottles. The single machine will handle from 60 to 150 bottles, jars or containers per minute with one operator while the twin size will handle double this amount with one or two operators it is claimed. Further details will be sent to anyone interested on request.

Scotch tape motorized sealer

A new box sealer offered by the Minnesota Mining & Mfg. Co. automatically cuts and applies a uniform length of Scotch tape as the boxes to be sealed are passed over two rollers. Utilizing a pressure sensitive adhesive it seals without water and is said to hold tightly. As the tape is transparent it blends with any color. Without a sealer, the company states, a manufacturer with two girls sealed 19 boxes per minute. With a sealer, production was stepped up to 25

Dual set of sealers in use

boxes per minute for one girl including packing in a hand truck. Using a dual set of sealers this was further speeded up to 45 boxes per minute for one girl with each box sealed in two places. Complete information about the new sealer will be furnished on application.

Portable color matching

Color-matching equipment by which a sample may be compared with another sample or with a color standard is offered by the Graphic Arts Research Corp. The Comparator, as it is known, matches colors in an illuminated chamber. Seven color filters in the revolving eyepiece permit making the comparisons under various simulated light conditions including north daylight and artificial light at two different intensities; also under red, green and blue light. It weighs six pounds and is portable and demountable. Its operation is simple requiring no focusing, scale reading or calculating. Further details about its interesting features, its construction, etc., will be forwarded on request.

The new color Comparascope

Corroflex for all packaging needs

Manufacturers who are trying to secure necessary shipping containers will be interested in Corroflex offered by Sherman Paper Products, Inc. This packing material is available in four standard weights and in a new waterproof product. It is supplied in 13 standard roll widths from 6 to 72 inches wide. For every roll width and every packing need, it is pointed out, there is a Corro-cutter model that fits. Corroflex is also available in sheets

cut to specifications. Further information as to how packaging costs may be cut with this product will be sent to anyone interested.

Synthetic sponge rubber

A new sponge rubber made from synthetic rubber is offered by the B. F. Goodrich Co. to fill requirements of a wide range of applications where oil, grease or other solvents which deteriorate natural rubber are present.

Sparkless flooring

Conductive rubber offered by the Goodyear Tire & Rubber Co. is useful wherever static electricity might develop and thus endanger workers in explosive atmospheres, the company states. It is especially recommended for locations where there must be both freedom from sparks and resistance to the chemical action of ether, alcohol or acids.

Bag sealer

By means of electrically heated corrugated rolls, the Doughboy rotary bag sealer puts a tight crimp seal on bags made of heat sealing materials, such as pliofilm, according to the Doughboy Machine Works. The unit is self contained and is readily installed in the production line.

Infra-red heating lamps

Inside-silvered carbon filament lamps have been developed for infra-red ray processes in drying, baking, heating and dehydrating, according to the North American Electric Lamp Co. Full details about them may be had for the asking.

Midget air-powered pump

A midget-size air-powered pump that weighs ten pounds and is only 5½x6x7 in. in size is announced by the Eastern Engineering Co. It is designed for laboratory and experimental applications where an explosion proof unit is necessary and where compressed air is available.

Wood Containers

To meet the growing demand for stylized wood gift containers the Pilloid Cabinet Co. announces that it has increased its plant capacity and has added additional lumber storage area. Various stock packages are in volume production now. New designs will be featured for St. Valentine's Day, Mother's Day and other holidays where special packages are desired.

New Catalogs

Conveyor belts of woven wire are described and illustrated in a 140-page catalog which will be available October 15 to all who write for it to the Cambridge Wire Cloth Co. Special sections illustrate installations in various industries and there is a chapter on installation and operation of belts.

Ball and pebble mills lined and unlined, jacketed and unjacketed made by H. K. Porter Co., Inc., are described and illustrated in a four-page leaflet which will be set to anyone interested.

New literature on Kathabar comfort and industrial processing atmospheres for commercial and industrial applications is published in the form of two interesting folders by the Surface Combustion Corp. Due to the growing acceptance of humidifying and dehumidifying equipment it is likely that the literature will be of interest to manufacturers. Copies will be sent on request.

Dead or discontinued stocks of essential oils, aromatic chemicals and compounded perfume odors will be purchased at a fair price for such discontinued items by Aromatic Products, Inc., according to an announcement. In return it will issue a credit memo to be used in purchasing merchandise of a like nature from it.

Preservatives and stabilizers to replace scarce materials are discussed in the latest issue of the *Givaudanian*, published by Givaudan-Delawanna, Inc., 330 W. 42d St., New York, N. Y. A copy may be had for the asking.

Federal tax action pays profits according to the Commerce Clearing House, Inc., in a folder describing its federal tax guide service. The purpose of the service is not only to make tax work easier with non-technical explanations but to enable subscribers to effect savings by taking advantage of various features of the law. Further information about the service will be mailed on request.

As a service to its customers, Merck & Co., Rahway, N. J., has published an industrial price list of its chemicals despite existing conditions in the trade. The listings necessarily carry no guarantee of prices or supplies of the items listed.

Books to Aid You

WE NEED VITAMINS. *Walter H. Eddy and G. G. Hawley. 5x7½ in., 102 pages. Reinhold publishing Corp. 1941. Price $1.50.*

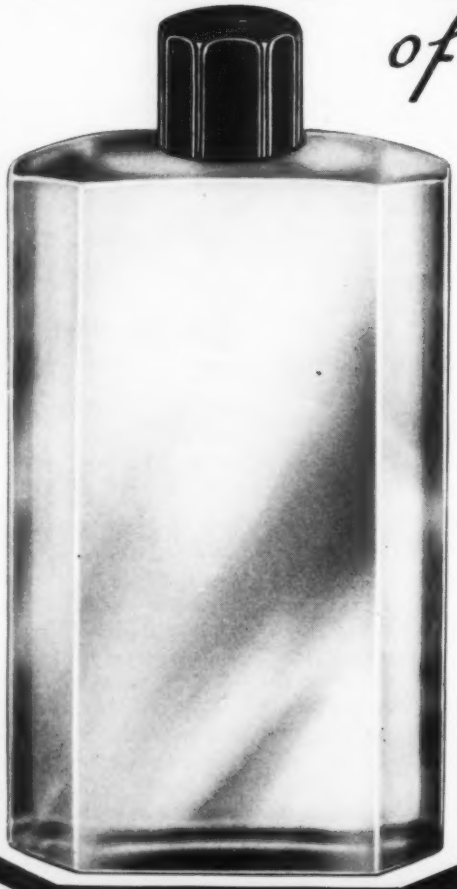
In this tersely written, informative book vitamins and what they do are explained. It is in effect a primer of the nature and functions of all the known vitamins. An idea of the contents may be had from the following chapter headings: What are Vitamins?, the B Complex, Vitamin C, the antiscurvy vitamin, Vitamin D, the antiricketts vitamin, Vitamin E, the fertility vitamin, Vitamin K, the coagulation vitamin, Vitamin P (Citrin). A table of vitamin content of foodstuffs is given in the appendix.

THE CHEMICAL FORMULARY, VOLUME V. *1941 edition. H. Bennett, F.A.I.C. 6x9 in., 674 pages. Chemical Publishing Co. Price $6.00.*

Thousands of formulas from almost every important industry are included in this work. In addition to the formulas adequate details are given for actual product formulation. In this fifth edition of this work, formulas have been brought up to date and are different from those given in previous editions. The work is arranged for quick reference and is divided into 21 different classifications, ranging from adhesives to soaps, textiles and miscellaneous products. A list of trade name chemicals is included. Useful tables are included. Cosmetics and drugs take 13 pages; soaps and cleansers, 17; and beverages, 13. The value of the book lies in the wide variety of products for which formulas and processes are given.

A NEW STOCK BOTTLE

of wide-spread usefulness in the **PERFUME** *and* **COSMETIC** *field*



N-30 - - *take a bow!*

Here is a new Swindell stock bottle that sets a new high in smart, modern packaging without the expense of private moulds! It is particularly well suited for the perfume and cosmetic field—but many alert merchandisers in other fields will recognize it as the answer to their problem. In a broad sweep of sizes: ⅛ ounce, ¼ ounce, ½ ounce, 1, 2, 4, 6 and 8 ounces.

SWINDELL BROS., BALTIMORE, MD.

200 FIFTH AVENUE, NEW YORK • ROBERTO ORTIZ—HAVANA, CUBA

When you think of bottles think of

Swindell

AMONG OUR FRIENDS

▸Dr. Frank M. Boyles, who was associated with Seeley & Co., for years, is now connected with United Flavors, Inc., New York, N. Y., which is engaged exclusively in the beverage flavor field.

▸Andre Firmenich, partner in the firm of Firmenich & Cie, successors to Chuit, Naef & Cie, Geneva, Switzerland, and president of Firmenich & Co., New York, N. Y., has the distinction of being

Rupert C. Watson

Andre Firmenich

the first executive of a foreign aromatic chemical house to come to the United States for a visit since the beginning of the war. Mr. Firmenich flew by Atlantic clipper from Lisbon, and while approaching Bermuda had the thrilling experience of passing through the tail of a hurricane. He arrived at La Guardia airport from Bermuda, October 17, and will remain in this country until early in December.

In company with Rupert C. Watson, vice-president and general manager of the American company, Mr. Firmenich is visiting the trade in the East, New England and the Middle West, and acquainting them with the latest developments of the firm under the direction of Roger Firmenich, chief chemist, with the collaboration of Prof. L. Ruzicka.

At the Geneva plant, Mr. Firmenich reported production is being maintained as usual. Despite obvious difficulties including the order of general mobilization in Switzerland, the firm has been able to meet the requirements of its customers in all parts of the world, due largely to the guidance of Hugo Firmenich, also a senior partner in the concern. Probably the largest single shipment of aromatic chemicals ever made to this country was delivered early this year to the American company. Generally, deliveries to the United States are made with reasonable promptness.

The many friends throughout the world of Fred Firmenich, father of Andre and senior partner in the firm, will be gratified to know that he is well and active in the business. His other son, Roger, is at present in military service.

The considerably enlarged laboratories of the American company which occupy two floors and which were officially opened last May on the occasion of the fifth anniversary of the American company, were inspected with much interest by Mr. Firmenich, who expressed much gratification over the splendid progress made by the company under the enterprising management of Rupert C. Watson.

▸Gerard Danco, head of the essential oil house that bears his name, has moved into his new home in the Springbrook section of Morristown, N. J.

▸Dr. Alexander Katz, Florsynth Laboratories, Hollywood, Calif., has been enjoying a vacation in Hawaii. While there he experimented with Pakak's (jasmin) from which he made some absolute and also distilled some lemongrass oil.

▸Felipe Meyer, Rio Blanc 170, Asuncion, Paraguay, S. A., is in the United States. He came to the States by airplane with a view to determining the needs of the trade for various essential oils he is prepared to make in Paraguay.

▸Hugh Crawford has been appointed manager of the closure division of the Anchor Hocking Glass Co., Lancaster, Ohio. He has been associated with the company on the West coast for over 18 years.

▸Dr. J. W. Sale, Food and Drug Administration, Federal Security Agency, Washington, D. C., has been elected president of the Association of Official Agricultural Chemists.

▸Luis deHoyos of Synfleur Scientific Laboratories, who is also mayor of Monticello, N. Y., returned October 31 from Santiago, Chile, S. A., where he was a delegate to the Pan American Congress of Municipalities. He was the only Spanish speaking mayor at the Congress from the United States. In Peru and Chile he was mistaken for Mayor LaGuardia of New York City and was paraded around for half an hour before he could explain that he was not the New York chief executive. On his arrival in New York, Mayor deHoyos was welcomed by five members of the New York League of Locality Mayors. In making the official welcoming address, Mayor Morris Morrison of Borough Park, stated that Mr. deHoyos is a statesman and a chemist who was picked by both parties unopposed for a third consecutive term. Mr. deHoyos reported that the good neighbor policy in Latin America has won much respect for the United States.

▸George V. Branigan, technical director, Ungerer & Co., New York, N. Y., has returned from a trip through the west on which he was accompanied by his son, George V. Branigan, Jr., who remained at Notre Dame.

▸Alexander Gobert, who operated Niclora de Paris, in Paris, France, for a number of years, is now in the United States, where he opened a perfume business at 24 W. 56th St., New York, N. Y., offering three brands of perfume of his own manufacture.

▸C. H. Black, vice president in charge of sales of the American Can Co., New York, N. Y., has been elected a director of the corporation. He joined the company in 1908 after his graduation from St. Lawrence University.

▸Dr. Elmer K. Bolton, chemical director of E. I. duPont de Nemours & Co., Wilmington, Del., was awarded the chemical industry medal of the Society of Chemical Industry, for valuable applications of chemical research to industry, at the Chemists' Club, New York, N. Y., November 7. A dinner was given in honor of Dr. Bolton.

▸F. A. Marsek, head of Marsek Laboratories, Hollywood, Calif., who organized the Marsek Chemical Co. for the manufacture of products used by the cosmetic industry in January 1940, is extending the activities of the concern which is now also making some laboratory apparatus.

▸O. S. Gibbs, M.B., Ch.B., has been appointed medical research director of Plough, Inc., Memphis, Tenn. He is an alumnus of the University of Edinburgh.

▸Philip Fred Hymes, son of Jacob Hymes of Lewis Hymes Associates, New York, N. Y., followed the footsteps of his grandfather, one of the forty-niners, in making a trek to the far west early in October. Mr. Hymes was a student at New York University but decided to work for a while before resuming study in California. Accordingly, he journeyed to California, as his grandfather had done before him ninety years ago, by easy stages. The trip took seven days and Mr. Hymes obtained a position in a metal foundry soon after his arrival.

▶ Dr. Foster D. Snell, head of the Brooklyn organization which bears his name, has been elected president of the Columbia University Graduate Alumni Assn.

▶ E. V. Irving has been appointed West Coast representative for the Kurlash Co., Rochester, N. Y. His office will be at 5374 Huntington Drive, Los Angeles, Calif. Mr. Irving was recently elected a vice president of the company.

▶ Georges Acuna is now associated with Orbis Products Corp., New York, N. Y., in a technical capacity and also as director of the export department.

▶ Prof. Alfred H. White, head of the chemical engineering division of the University of Michigan, Ann Harbor, Mich., and chairman of a committee representing chemical engineering departments of universities, announced the award for the outstanding chemical engineering achievement since 1940 to the Dow Chemical Co., Midland, Mich., for the recovery of magnesium from sea water.

▶ Harry Z. Krupp, president and general manager of the Philadelphia Wholesale Drug Co., Philadelphia, Pa., Arthur Littleton, William E. Ridenour, president of the Bird Archer Laboratories, Philadelphia, and Dr. J. M. Sturmer, dean of science at the Philadelphia College of Pharmacy and Science, have been reelected members of the board of trustees of the college for three more years.

▶ Miss Cherie Shackelton has been appointed assistant sales manager of the Beauty Salon Div. of the Revlon Products Corp., New York, N. Y.

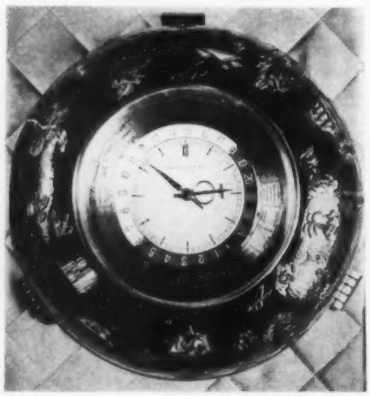
▶ H.H. The Maharaja of Mysore, India, has made a present of a badge—representing his emblem the Gandabherunda, the two-headed eagle of Indian mythology and the mightiest bird man has ever imagined—to the pilots of the Mysore squadron of the Fighter Command. The state of Mysore provided $500,000 to buy the planes for the squadron. Capt. S. T. Binstead, Mysore Trade Commissioner in London, England, visited the squadron and spoke to the pilots and ground staff in which he said in part: "You probably know that His Highness is a young man in his early twenties and has already shown a capacity for great affairs. He is a keen sportsman, and like you, represents the spirt and enterprise of youth. Thanks to his vision, encouragement and leadership the entire resources of Mysore stand behind the war effort." A dignified advertisement inserted by the Trade Commissioner for Mysore in London in the London *Times* on "Mysore and the War," pointed out the services of Mysore to the empire. As is well known, sandalwood oil is produced under state auspices in Mysore. In the United States and Canada, the sole agents are W. J. Bush & Co., Inc., New York, and W. J. Bush & Co. (Canada) Ltd., Montreal.

▶ Fred Firmenich, senior partner of Firmenich & Cie, Geneva, Switzerland, one of the foremost figures in the aromatic chemical field, was signally honored by his associates recently on the occasion of the anniversary of his fortieth year of association with the firm and its predecessors, Chuit, Naef & Cie and M. Naef & Cie, of which he was also the head. In honor of the event, a dinner attended by all employes was tendered to Mr. Firmenich by his executive associates. This dinner was the occasion for the presentation by his partners of a beautiful desk clock made especially for him by a leading Swiss concern. The clock, shown in the accompanying illustration, reveals the time in different parts of the world at any particular moment. The cloisonné border outlines the continents and depicts with well designed figures and ornaments the sources of the numerous raw materials utilized by the company in the manufacture of its products. Thus, South America is indicated by an Indian cutting bois de rose wood, Algeria by a civet cat, Spain by a woman carrying oranges and Java by a Malay cutting citronella.

Fred Firmenich

Tribute to Mr. Firmenich for his leadership and the successful piloting of the concern through the vicissitudes of depressions and wars to a position of world prominence was paid by spokesmen for various departments of his organization. Beyond this, Prof. Ruzicka took the occasion to express his esteem for Mr. Firmenich by a surprise presentation of the Nobel prize medal he himself had received for his outstanding contribution in the field of organic chemistry two years ago. As is known this award had been made to Prof. Ruzicka for the development of the firm's well known product, the specialty Exaltolide.

In accepting the gifts, Mr. Firmenich thanked his associates for their thoughtfulness and expressed his appreciation of their help and loyalty which he said contributed so much to the building up of the company over the years.



Desk clock presented to Mr. Firmenich

▶ Prof. Curt P. Wimmer, of the College of Pharmacy, Columbia University, New York, N. Y., has been nominated as second vice-president of the American Pharmaceutical Assn. He was the chief speaker at the October 11 meeting of the North Harlem Pharmaceutical Assn.

▶ Lee Rothschild, head of Lee Ray Sales Co., Los Angeles, Calif., has been appointed director of sales for the states west of Denver for LiLi Perfumes, Inc., New York, N. Y. The Irving Zapp Co., Panama City, Panama, is in charge of distribution for the company in the Canal Zone.

▶ Walter L. Bomer, vice-president in charge of exports for the Bristol-Myers Corp., Hillside, N. J., in an address before the National Foreign Trade convention, Oct. 22, pointed out that Latin American trade is threatened by priorities. First priority, he stated, is given to materials essential to U. S. defense needs, followed by orders directly received from friendly foreign governments. Then comes the priority for materials necessary to the economic life of friendly foreign countries and the last is for the civilain needs in the United States. As a result, he emphasized, American exporters must face the possibility of sacrificing over night hard won business to national defense unless they can prove to the satisfaction of the government that their products are necessary to the economic life of friendly foreign nations.

▶ John J. Toohy, E. R. Squibb & Sons, Brooklyn, N. Y., got the orchids for his spendid work in arranging the Skytop meeting of the DCAT. A record attendance learned much and played much at the weekend outing.

NEWS and EVENTS

Kathleen Mary Quinlan purchased by Parfums Corday and Storfer

The business of Kathleen Mary Quinlan, a subsidiary of Pond's Extract Co., was purchased November 5 by Benson Storfer and Parfums Corday, Inc. All stock in the Quinlan business passed to the new owners and the treatment line, which is distributed in the better outlets throughout the United States, will be continued by the new owners as in the past. There will be no change in the distribution plan and no attempt will be made to expand too rapidly. Manufacturing will be continued at Clinton, Conn., but the offices of the Quinlan organization will be consolidated with those of Parfums Corday, Inc., at 565 Fifth Ave., New York, N. Y. No changes in the staff are contemplated.

Parfums Corday, Inc., has met with marked success ever since it was organized in December 1932 by Benson Storfer who had acquired the assets of the Lionel Trading Co. which went into bankruptcy shortly before. Under the skilled management of Mr. Storfer, a more exclusive line was established which has grown in popularity each succeeding year.

Retailers only can deduct cosmetic tax payments from income tax

Contrary to popular belief it should be emphasized that in making out income taxes, retailers only—not their customers—will be allowed to deduct the new retail excise taxes on cosmetics, jewelry and other so-called luxuries covered by the law.

In brief, according to a Treasury Department ruling, only the person who actually pays these taxes directly to the government can claim them as income tax reductions. Incidentally, the tax on amusement tickets may be deducted by the consumer.

Ungerer & Co. moving in December to new and larger quarters

Ungerer & Co., dealers in essential oils and perfumers' raw materials, will move to new and larger quarters at 161 Sixth Ave., New York, N. Y., late in December. The company has been located at 15 W. 20th St. for over eleven years occupying four floors and the basement at that address. In the new quarters 18,400 sq. ft. of space is available so that all executive offices, departments and laboratories will be on a single floor. The warehouse at 226-228 W. 20th St. will be continued. The new quarters are in the Butterick building not far from the entrance to the Holland tunnel and convenient to two subways.

Copper and brass banned as cosmetic containers after Jan. 1

Copper and brass in the manufacture of lipstick containers, vanity cases, etc., will be banned after January 1. The order of the OPM also limits the use of these metals for the foregoing purposes to 60 per cent of the 1940 base period.

Flavoring extract convention in New York May 18, 19 and 20

The 33d annual convention of the Flavoring Extract Manufacturers Assn. of the United States will be held at the Hotel Pennsylvania, New York, N. Y., Monday, Tuesday and Wednesday, May. 18, 19 and 20, 1942. President John H. Beach has called a meeting of the executive and entertainment committees for Sunday May 17 at the Hotel Pennsylvania.

Dr. Martin H. Ittner of Colgate-Palmolive-Peet Co. gets Perkin medal

The Perkin medal of the Society of Chemical Industry for 1942 will be awarded to Dr. Martin H. Ittner. Dr. Ittner is in charge of research for the Colgate-Palmolive-Peet Co. The medal will be presented Jan. 9.

Federal retail tax does not apply to soaps, or dentifrices

It is necessary to again emphasize the fact that the new federal retail tax of 10 per cent on toilet preparations does *not* apply to toilet soaps, shaving soaps, shaving cream of both the lathering and non-lathering varieties, shampoo containing more than 5 per cent of saponaceous matter, dentifrices or toothpaste or tooth or mouth washes. Correspondence between counsel for the Association of American Soap & Glycerine Producers, Inc., and D. S. Bliss, deputy commissioner, Treasury Dept., Washington, D. C., makes officially clear that the tax does not apply to the products named.

Multiple pricing in department stores increases sales

A trend to wider use of multiple prices as a means of increasing sales is reported by department stores in a nation-wide survey of the National Retail Dry Goods Assn. The use of this technique (such as 10 cents each, three for 25 cents or 79 cents each or three for $2.25) tends to stimulate sales the stores reported. Quick consumption items in daily use offer the best opportunities for increased volume through the use of multiple prices. Articles must be of the sort needed in quantities and that offer the added appeal of convenience and thrift when purchased more than one at a time. Manufacturers are interested in the trend as a guide to sales plans in 1942.

Cellophane banned for cosmetics and soaps by OPM

Transparent paper such as cellophane and similar papers cannot be used for wrapping cosmetics and soaps, according to a ban issued Nov. 7 by the OPM. Companies now using such materials for wrapping are allowed sixty days to exhaust their supplies. The order does not apply to cigarettes, food products.

"In the interests of national defense" is the reason given for the ban on cellophane since scarce chemicals are used.

Miss Florence Wall guides women chemists in choice of career

Outlets for women trained in chemistry were discussed by Miss Florence E. Wall, who is well known as a contributor to this journal, at the November 6 Vocation Information Conference conducted by Ohio State University, Columbus, Ohio. The conferences covered all phases of commercial and professional activity.


COLLAPSIBLE TUBES
& METAL CAN SPOUTS
WHITE METAL MANUFACTURING COMPANY
Offices & Factory
HOBOKEN • NEW JERSEY

Trade mark bill may be passed this session

Trade-Mark Act S. 895, passed by the Senate late in September, known in the House as the Lanham Trade-Mark bill, HR 5461, was scheduled for hearing on Nov. 3rd and 4th by the sub-committee on Trade-Marks of the House Committee on Patents, under the chairmanship of Hon. Fritz G. Lanham, Democrat, of Texas. The Act as passed by the Senate defines Marks registrable on the Principal Register; service and certification Marks that may be registered; collective and association Marks; Marks used by related companies; defines certification; gives registration 20 years' life; provides for renewal, for assignments, and the various processes of protective action. It also sets up the Supplemental Register for foreign and other Trade-Marks, and the methods of validation; and sets up specific statute law for the safeguarding of Trade-Marks. The Act is 43 pages long. Copies may be had by applying to the Clerk of the Committee on Patents, Ernest A. Norwig, House Office Building, Washington, D. C. Testimony was offered at the hearing of the House Committee by Hugo Mock, Counsel for the Toilet Goods Association, New York City; Edward Rogers, New York and Chicago; Earle H. Thomson, American Bar Association, Boston; Paul Struven, Trade Mark Sales Corporation, New York City; Wallace H. Martin, New York City, and others. It is now regarded as probable the bill will be reported out of the House Committee on Patents, and that it may secure a Rule from the Rules Committee of the House that will provide the clearance that will enable the House to vote upon it at this session. If it passes the House, the Senate Act and the House Act will go to conference between the House and Senate, and the final form agreed upon between the conferees will then undoubtedly become law. Final enactment depends upon the urgency of other legislation. Under existing international conditions, it is difficult to prognosticate the course of any legislation.

Glycerine was placed under ceiling prices by OPA late in October. Maximum price for crude glycerine was placed at 11½c. a pound; refined glycerine at 18c. a pound. About 93 per cent of all glycerine made in the United States is produced as a by-product of the soap industry, and 80 per cent is made by three large soap companies. During the current year 200,000,000 pounds will be produced, of which roughly 100,000,000 pounds will be used for munitions and other defense essentials. Cosmetic, drug, and printers' ink industries will use collectively about 70,000,000 pounds.

Commerce Department and other Federal agencies report that the sharp rise in demand for toilet goods comes chiefly from American farms. Farm incomes are the largest since 1930.

HR 5582, the Patman bill, apparently is being brought out for consideration. It comes out of the Committee on Interstate and Foreign Commerce, and would stop any manufacturer, as defined in the Federal Trade Commission Act, Section 4, "from offering for sale and selling commodities" to consumers in competition with retailers, "where the effect . . . may be substantially to lessen competition between such manufacturer and his customers, or tend to create a monopoly." The Federal Trade Commission would be empowered to enforce the proposed law.

Zinc oxide priority order amended to aid nondefense work

According to a recent priority amendment, each producer of zinc oxide shall set aside from his production a certain quantity. Each producer then ships the balance of his production in such a manner that each customer shall receive a percentage of the producer's commitments to him for the month including nondefense orders.

Smaller soap companies cannot recover glycerine at ceiling prices

Ten of the smaller soap companies in the New York City area have protested to the OPA against the ceiling prices for glycerine. Production costs of the smaller concerns are higher than those of the larger companies and it is impossible for the smaller ones to recover crude glycerine and sell it at ceiling prices except by taking an actual money loss. The Manhattan Soap Co. filed the protest which will be considered by the government.

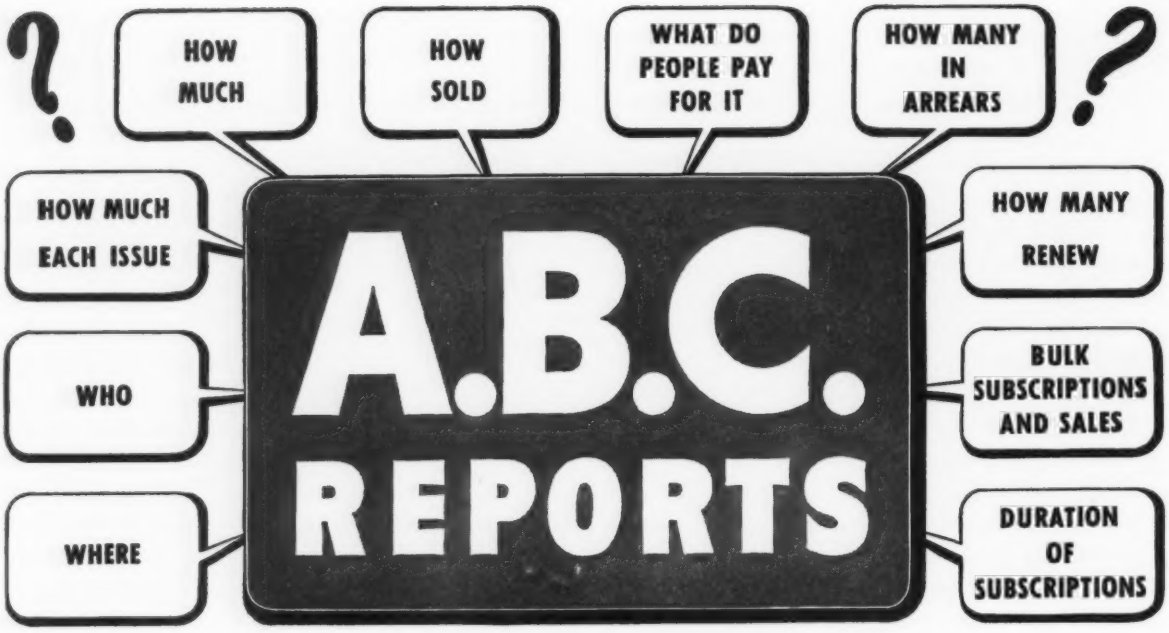
Essential oils to be produced in Haiti and Puerto Rico

Essential oils, aromatic plants, and other materials and products of prime worth to the toilet goods industries will be produced in Haiti by the new corporation established with RFC money. The corporation known as Société Haitiana-Américaine de Développement Agricole began business formally in August. United States Government supplied $1,000,000 cash, and equipment, and the Haitian Republic furnished land and labor supply. By-laws require three directors be citizens of Haiti and three directors citizens of the United States. Thomas A. Fennell, agricultural advisor to the Haitian Government, is president-general manager. Maurice Dartigue, Haitian Minister of Agriculture, vice-president. C. Reed Hill, Department of Agriculture, Washington, D. C., secretary-treasurer and assistant general manager. Haitian Minister of Finance Abel Lacroix and Haitian Director of Rural Education Andre Liautaud are corporation directors. W. H. Williams, Bank of Haiti, and Horace W. Darton, U. S. Export-Import Bank, with Mr. Hill, are the American directors. The corporation will experiment, grow commercially, and process, agricultural products, chiefly for export to the United States. The broad scope of the program is under the general supervision of Atherton Lee, director, U. S. Agricultural Experiment Station at Mayaquez, Puerto Rico. Experimental work has been going forward in Haiti and Santo Domingo for four years. Chief aromatic plant production will center around lemongrass, citronella, ylang-ylang, vertivert, jasmine, tuberose, cassia, and neroli. All have to some exclusive extent been practically tested and proved in Puerto Rico. American experts have been working in Haiti since September, and most of the plants already have been set out and are under cultivation. Virtually the same program is being duplicated in Santo Domingo by a colony of Jewish refugees.

The Santo Domingo work is under the general direction of Dr. Jaque Schneider, a Belgian authority, who represents the Brookings Institute. Short transportation hauls, environment similar to that found in Java, North Africa, and elsewhere in the tropics, and cheap labor, are expected to make the aromatic plant culture and essential oil distillation definitely successful. Labor in Haiti may be had for 7c. to 20c. a day; in Santo Domingo, 30c. to 40c. a day. This is competitive with the 6c. to 9c. labor rates of the Dutch East Indies, and is lower than labor costs of the Mediterranean area. Better cropping in the West Indies gives quicker yields and more oil. Studies are now under way with clove, ambrette, cinnamon, and eucalyptus. Better and economically more productive oil extraction methods also are in train.

Procter & Gamble begins campaign in heavy industrial areas

The heavy industrial areas are the targets of the new sales campaign inaugurated by the Procter & Gamble Co. for Lava soap. The theme of the test advertising which is later to blanket the nation is built around the thesis that "four out of five never have clean hands until special double-acting Lava soap's lather routs out deep, ground-in grime."



In which we give All the Facts!

ADVERTISING in business papers, to do a job for you, must give specific and adequate information—but—

In addition to what you say and how you say it, the results depend upon to whom you are talking.

Fortunately, you can *select* your audience by making intelligent use of A. B. C. reports. Every business paper member of the Audit Bureau of Circulations can supply you with complete, verified facts about that paper's readers—your audience.

A.B.C. reports contain the specific information that advertisers themselves have requested as needed for effective space buying.

We belong to the A. B. C. Our A. B. C. report tells how much circulation, that is, how many people have expressed—through paid subscriptions—a definite interest in this particular editorial job; where this circulation goes; how we got it; how much subscribers pay; a business analysis of subscribers.

These facts and many other verified values given in A. B. C. reports will help you invest your advertising dollars most effectively.

A. B. C. PROTECTS YOUR ADVERTISING

Paid subscriptions, renewals, evidence of reader interest, are among many facts in A. B. C. reports that are definite guides to effective media selection. When you buy space in A. B. C. publications your advertising is safeguarded by audited circulation. Always ask for A. B. C. reports.

The American Perfumer & Essential Oil Review

COSMETICS • *SOAPS* • *FLAVORS*

A ROBBINS PUBLICATION • 9 EAST 38th STREET, NEW YORK

Member of the Audit Bureau of Circulations ABC *Ask for a copy of our latest A. B. C. report*

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

First OPM ban for violating priority order

Cracking down for the first time against a violator of priority orders, the Office of Production Management has ordered a Chicago firm to cease all aluminum operations until March 31, 1942, except for fulfillment of defense orders on the company's books Oct. 1.

The drastic punitive action was taken against Central Pattern and Foundry Co., which OPM charges with violations which diverted aluminum into non-defense work and delayed the armament program.

Claims of results from single application banned for hair color

Fan Tan Co., Inc., Chicago, Ill., has stipulated with the Federal Trade Commission to cease using the words "just one application" or the word "instantly" to convey the impression that a single application of its product will cause the hair to immediately assume and retain a particular shade or color. Such words may be used if they are accompanied by explanations clearly disclosing that the dyeing process must be repeated to accomplish such results.

Price increases are not lessening consumer demand

Despite the fact that consumers in all income classes indicate a keen awareness of price increases in food, clothing, electrical equipment and alcoholic beverages during the past six months, there has been relatively little slackening in demand, according to the latest *Fortune* survey of public opinion.

Demand has fallen off chiefly in lower income levels where purchasing power has not kept pace with prices. Incidentally, the poll was made before the new excise taxes went into effect Oct. 1. These levies are expected to affect the purchasing power of lower income groups even more seriously.

Those who noticed rising prices were asked whether as a result they have bought less than usual. For food, 79 per cent answered negatively; alcoholic beverages, 74 per cent; electrical equipment, 79 per cent, and clothing, 73 per cent. The need for curtailing purchases due to higher prices was naturally more pronounced as the income level declined.

Comparatively few of those interviewed indicated they were stocking up on consumer goods. Where such action was reported canned goods appeared to be the chief products affected, with hosiery second. Some stocking up was also reported on sugar, suits and shoes. Those who replied in the negative when asked whether they had been buying more than usual were asked "why not?"

The most frequent answer given was, "I haven't the money." Some thought it unnecessary and a few expressed the opinion that it was not in the country's interest.

Caution statement required on eyelash and eyebrow dye

Dark Eyes, Chicago, Ill., has stipulated with the Federal Trade Commission to include the following cautionary statement on the label of its dye for eyelashes and eyebrow: "Caution: Prolonged or frequent use of this preparation may result in permanent discoloration of the skin and mucous membrane." In advertisements this phrase must be used: "Caution—Use only as directed on the label."

Merck & Co. opens new building to house analytical laboratories

Merck & Co., Inc., Rahway, N. J., has opened the new building which will house the analytical laboratories. The laboratories are under the supervision of Dr. Joseph Rosin, vice president and chemical director as chief of the Control Division of the company but are under the immediate direction of Dr. R. R. Foran. A large staff of specially trained chemists is responsible in these laboratories for testing all raw materials, ingredients, finished products and containers. Each product undergoes a series of exacting tests during the various stages of manufacturing. The new laboratories are completely equipped with the most modern apparatus. Each chemist works in a semi private bay and in addition many special laboratories have been provided.

FTC closes cases growing out of prize contests to sell cosmetics

Complaints issued by the Federal Trade Commission in three cases against Chicago dealers engaged in the sale of cosmetics and toilet preparations have been ordered closed.

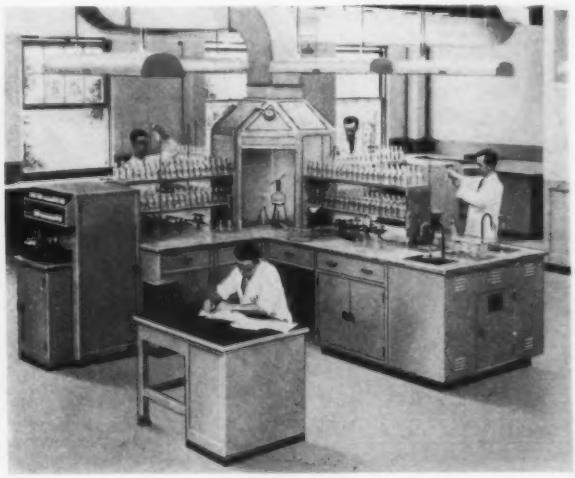
The respondents are: The Paradise Co. and Albert L. Bisson and Sylvan B. Heininger, its officers; Martha A. Boeing, a director, and Leta M. Clanton and G. G. Grant, stockholders; Nannette, Inc., and James M. Woodman and William J. Larson, officers; and Super Franklin Co., and Glenn Tate and M. L. Holland, who have controlled the company's business activities.

Several of the individual respondents named in the complaints also were respondents in an order issued by the Commission on June 12, 1941, which directed Thomsen-King & Co., Inc., Chicago, the Winship Corp., Des Moines, and 37 individuals to cease and desist from conducting a series of prize contests to promote the sale of cosmetics.

The order of the Commission in the Thomsen-King & Co., Inc., case has become final and prohibits all violations of the law alleged in the pending complaints against The Paradise Co., Nannette, Inc., and Super Franklin Co.

The Commission ordered that the cases growing out of the present complaints be closed without prejudice.

New analytical laboratories of Merck & Co. located at Rahway, N. J.



A group of chemists making control tests in the new laboratories

Canada restricts glycerine sales to 70 per cent of 1940 base

Hon. C. D. Howe, munitions and supply minister, announced on Oct. 15, regulations for control or sale, distribution, consumption and use of glycerine, under an order issued by J. D. Lorimer, chemicals controller.

To divert maximum supplies to wartime channels, the order provides that no person "shall consume or deal in more refined glycerine in any calendar year starting Oct. 1, 1941, than 70 per cent of the amount of refined glycerine consumed or dealt in by him during the calendar year 1940; provided that this restriction of or dealing in glycerine in or for the making of explosives."

Prohibiting the export of glycerine except under license by the Minister of Trade and Commerce, or its import except under license by the Minister of National Revenue, the order also states that "no person shall consume or deal in glycerine whether refined or crude as anti-freeze or for the purpose of making anti-freeze."

Banning the sale of crude glycerine except to the controller or to such person or persons as the controller may designate, the order also provides that "no person making refined or dynamite glycerine shall deal in refined or dynamite glycerine except under a permit issue to the controller." All existing contracts for the sale of glycerine are cancelled as of Sept. 30, except with respect to glycerine delivered or shipped on or before that date.

California grown flowers in California made perfume

The perfume of fresh-cut California flowers was extracted and placed in bottles in the presence of spectators attending the Southern California Fall Flower Show held at Pasadena, Oct. 30 and Nov. 2. A small perfume still demonstrating the age-old process of making perfumes was installed at the show by the Plant Culture League of Southern California and the California Institute of Technology as one of the convention's scientific features. It was regarded as especially timely in view of the growing interest in the cultivation of perfume flowers and the manufacture of perfumes in California.

Fair trade principle endorsed by Arizona Pharmaceutical Assn.

At the annual convention of the Arizona Pharmaceutical Assn., held in Phoenix the last week in October, a resolution was passed reaffirming the association's "Complete confidence in the economic and legal principles of fair trade legislation and its appreciation of the improvement in the moral quality of retail cover crops are needed. It is assumed distribution which it has brought about."

Larry Lohr, a Phoenix wholesale drug company official, directed attention to the shortage of many drug and allied items now existing, asserting that many products will appear on the market again only as the basic materials become more plentiful. He said, however, that he saw a ray of sunshine in the present emergency, because it gave them an opportunity to put their houses in order and to do business at a profit once again by placing it on a commonsense basis.

Procter & Gamble promote interests of commercial laundries

In order to promote the interests of commercial laundries, the Procter & Gamble Co. has announced a $4,000 prize contest. Housewives are urged to obtain entry blanks from laundry routemen and enter the contest by writing the last line of a laundry jingle. Special advertising for newspapers is supplied to laundries.

Shulton puts on its most extensive Christmas drive

The most extensive sales effort on the part of Shulton, Inc., for the Christmas trade has been launched. It includes space in 16 national magazines and 38 rotogravure newspaper sections.

Seven-up begins suit over its trade name

Seven-up Corp., St. Louis, Mo., has begun suit in St. Paul, Minn., charging Trudeau Candies of St. Paul with infringement of its trade mark. The latter is claimed to have distributed a candy bar known as 7-up, a trade mark registered by the plaintiff for its soft drinks.

U. S. investigating possibilities of French West Africa

French West Africa, much in the news because of Dakar, apparently has been assayed by the United States Government for its potentialities as a producer of tropical plants, particularly aromatic and drug plants. Interested officials regard its proximity to Brazil as a commercial advantage to the United States. Department of Agriculture lists its products of peanuts, palm nuts, gum arabic and gum copal as small, but indicates its great natural richness could easily be transformed into a wealth of tropical plantations, producing all the tropical materials required by the U. S. toilet goods industries. Department of Agriculture recently listed 16 Southern States of the U. S. where lemongrass and similar plants, which could be used as holding and soil-retaining vegetation, might be successfully developed in some Southern States. The trial is programmed.

Cosmetic Credit Men elect new officers for 1942

The October session of the Drug, Cosmetic and Chemical Credit Men's Assn. was taken up with clearances and a discussion of accounts at the usual monthly dinner meeting after which new officers were elected. The new officers are: Edward Farrell, chairman; Edward Foster, vice chairman; Edward Kavanaugh, treasurer; Nat Otte, secretary, and R. H. Ackerson, assistant secretary.

Closure manufacturers under fire for alleged monopoly

The Crown Manufacturers Assn. and 14 concerns manufacturing closures for bottles and cans were charged by the Federal Trade Commission with entering into a conspiracy to suppress competition in the industry. Answers to the complaint have not yet been filed.

Bristol-Myers Co. brings out a new hand lotion

Toushay, a new hand lotion which is recommended for use before washing the hands or washing dishes as a protection against the effects of soapy water, has been launched by the Bristol-Myers Co., Hillside, N. J. It retails for 50 cents.

Coffee extract for ice cream being made in Los Angeles

The California Associated Products Co., Ltd., Los Angeles, has just placed on the market a new coffee extract called "Monterey." President and General Manager L. E. Thompson said it is a pure coffee concentrate and is made to be used primarily for ice cream purposes and that it takes 25 pounds of coffee extractive matter to make a gallon of it. Mr. Thompson's firm is engaged exclusively in the production of flavorings and extracts and normally enjoys a large export business. The war, he said, has made inroads in their export market.

Average sales of toilet articles in drug stores shown by survey

The average annual sales of toilet preparations in drug stores with sales of $20,000 or more annually is $4,600, according to an analysis of drug store sales made by the research department of the Curtis Publishing Co. In drug stores with sales of less than $20,000, the combined sales of drugs and medicines and drug sundries is $4,900.

One-tenth of retail dollar goes to department stores

Department store trade declined slightly in its relation to total retail trade during the ten-year period 1929-1939, although its share in the three census years was approximately 10 per cent. Sales in 1939 through department stores amounted to almost four billion dollars.

There were 32.319 persons per store in 1939 as compared with 29,087 in 1929 and per capita sales $30.19 as against $35.43. Average sales per store increased in every state in 1935 over 1935, and over 1929 in all but 16 states.

The number of stores declined 3½ per cent in the ten-year period. There were 2,672 chains, 1,371 independents, 24 mail order houses and 7 "other types" of department stores in 1939. Independents did 58.17 per cent of the business; chains 30.05 per cent; mail order houses 11.68 per cent, and "other types," 1 per cent.

Expenditures of U. S. families shown in government analysis

The most comprehensive analysis ever attempted to discover how families of different income levels spend their money has been issued by the National Resources Planning Board in a volume called "Family Expenditures in the United States."

The study covers a 12-month period in 1935 and 1936 and is the third of a series of reports on purchasing power and consumption requirements of the public. The current publication supplements those previously issued under the titles, "Consumer Incomes in the United States" and "Consumer Expenditures in the United States." Data contained in over 400 statistical tables were made available in answer to requests from marketing men.

The report shows that 86 per cent of the $48.000.000.000 income flowing into the hands of 29,400,300 families during the period covered was spent to meet current family living expenses. Of the remainder, about 3 per cent went for gifts and church and welfare contributions, 1.5 per cent for income taxes, poll taxes and certain minor personal property taxes, and 10 per cent went into savings.

Perishable goods, led by food, accounted for 47 per cent of the total outlay of $41.000.000.000 for current expenses. Another 34 per cent of this total was about evenly divided between housing expenditures and all other consumer services. About 10 per cent went for semi-durable goods and about 9 per cent for automobiles, household equipment and other durable equipment.

The proportion of total expenses of lower income families was particularly small for durable goods. The lowest one-fourth of families, with incomes under $710, accounted for only 4 per cent of all money spent for automobiles, whereas the highest quarter accounted for 66 per cent. The highest quarter, with incomes exceeding $1,840, spent over half of the money going for household furnishings and equipment while the bottom one-fourth contributed only 6 per cent.

New associations for beauty and barber trades has thorough program

No sooner was the National Beauty Products Assn. incorporated last month as a manufacturers trade association than it began an educational program destined to be of help to the entire industry. At the National Hairdressers and Cosmetologists Assn. convention it presented the first steps in the educational program designed to develop through the men and women of the country the necessity for maintaining production of beauty and barber products for the purpose of preserving and upbuilding civilian morale during the war emergency.

The association is also working to secure necessary raw materials with which to continue the production of preparations used by the beauty and barber industries. The program is too broad to be detailed but it also includes the development within the industries affected of substitutes in lieu of essential defense materials and the simplification of design.

The ultimate objects of the association include the protection, promotion and advancement of the beauty and barber industries, a higher standard of business ethics, protection in trademark rights and the promotion of fair business methods and the protection of the industries against unfair and unjust burdens, taxes and other exactions.

K. H. MacDonald is executive secretary; Jule Gordon is treasurer; and R. C. Graham is comptroller. The directors are Edward J. Breck, Harold M. Cook, Frank Rosendahl, Eugene F. Suter, L. R. Sandahl, F. H. Bertrand, Joseph Revson, Emil J. Paidar, Joseph H. Wiley, R. N. W. Harris, P. P. Pipes, Neal R. Andrews, Leon Spilo, Northam Warren, Joseph A. Gallagher, Phil Spaeth, J. L. Younghusband, Louis P. Stein, W. H. H. Davis and Hoyt R. Shehan. All of the foregoing are well known in the industry as executives of leading companies.

Regional vice-presidents are Harold M. Cook, W. H. H. Davis, F. W. Fitch, Murray K. Guthrie, F. B. Benoist, Emil J. Paidar, Phil Spaeth, P. P. Pipes, Leon Spilo and Edward J. Dwyer.

The commodity committee which is concerned with material procurement, allocations, etc., is made up of Joseph Revson, chairman; Harold M. Cook, Joseph H. Wiley, Edward J. Dwyer, Clyde R. Wahl, Ralph H. Evans, M. J. Suter, L. R. Sandahl.

C. E. Chamberlain is chairman of the legislative committee; Jule Gordon is chairman of the finance committee; Al Katz is chairman of the business conduct committee and Neal R. Andrews is chairman of the labor relations committee.

Joseph Keho elected president of Dorothy Gray, Ltd.

Joseph Keho has been elected president of Dorothy Gray, Ltd., New York, N. Y., of which he has been general manager for the last five years. Edward Plaut, president of the Lehn & Fink Products Co., the parent company, is chairman of the board of the Dorothy Gray organization.

Consumers prefer soup in envelopes, tests show

Overwhelming preference for Continental noodle soup mix in envelopes was recently voted by consumers in a test conducted by Thomas J. Lipton, Inc., to determine the relative appeal of the product when marketed in cans. The initial experiment was conducted through displays in a group of Long Island supermarkets, and it is understood that consideration has been given to an extension of the tests to Southern markets, using newspaper space.

The selection of envelopes as the favored Continental package hardly came as a surprise, inasmuch as aggressive advertising since the product's introduction has consistently stressed this feature. Nevertheless, the experiment produced a specific measure of consumer preference.

In one phase of the test, Continental noodle soup mix envelopes were placed in their regular display positions for one month, following which the cans were substituted for the same period. Housewives bought six envelopes for every can. When placed side by side in other stores, envelopes outsold cans by approximately two and a half to one.

Interviews with consumers who had purchased the soup mix in either envelopes or cans indicated that about 87 per cent had used the product previously. Asked why they chose the envelope in preference to the can, most replied they had never tried it in cans or did not know it came in cans. The experimental can contains the same amount of the soup mix as the envelope, and sells for the same price.

It was also reported that Continental is experimenting with an onion soup as well as other flavors.

Three acres of chemical and allied exhibits in New York Dec. 1-6

Three acres of exhibits will feature the record-breaking 18th Exposition of Chemical Industries in Grand Central Palace, New York, N. Y., December 1-6. The exposition will be open daily from 11 a. m. except the first day, until 10 p. m., except Wednesday and Saturday, when it will close at 6 p. m. Admission will be by invitation and registration. It will not be open to the public at any time. Over 300 exhibitors are included.

Double Duty Products Co. launches new nail polish remover

Double Duty Products, Inc., 4400 Perkins Ave., Cleveland, Ohio, has completed sales tests in small quantities in a few syndicate stores on its new Brush-Ette Nail Polish Remover package with satisfactory results. Based on the results of the tests the company has completed plans for quantity production and has designed an attractive special mold bottle, labels, display material.

Data on growing drugs and aromatic plants being assembled

The California State College of Agriculture is compiling data to be available soon which will deal with the type of drug and medicinal and allied plants which may be successfully grown in California, along with information concerning their cultivation.

It was stated that it is possible that experiments in the growth of various medicinal, drug and allied plants will be made by the college. Farmers were warned, however, against looking upon this type of crop as a means of making big profits quickly. It was also pointed out that after the last world war, the demand for domestic products of this sort fell off because of the restoration of keen foreign competition.

Roosevelt asks for $17,000 to foster aromatic plant growing

President Roosevelt has asked Congress to provide $17,000 to enable the Dept. of Agriculture to experiment with aromatic plants and to encourage domestic industrial production.

Packaging priorities analyzed by Packaging Institute

Packaging priorities were discussed at the two-day meeting of the Packaging Institute in Rye, N. Y., October 16-17. Roy W. Peet, of the Colgate-Palmolive-Peet Co., chairman of the OPM committee, spoke on paper conservation. H. H. Leonard, Consolidated Packaging Machinery Corp., explained the metal shortage situation and its effect on the production of machinery.

A vote of thanks was tendered by the convention to C. H. Lambelet, retiring president, and to Carl E. Schaeffer, Harold Bowman and Herbert Kaufman for arranging and managing the convention so successfully.

Officers were elected as follows: President, George R. Webber, Standard Brands, Hoboken, N. J.; Vice presidents, A. Vernon Shannon, Wallace D. Kimball; Directors: William M. Bristol, Jr., Bristol-Myers Co.; Joel Y. Lund, Lambert Pharmacal Co.; Wallace D. Kimball, Kendall D. Doble, H. A. Barnby, Owens-Illinois Glass Co.; Hal W. Johnston, Howard A. Sumner was elected chairman of the Production Division, and Stanley L. King, chairman of the Supplies Division.

The Packaging Machinery Manufacturers Institute, which operates as the Machinery Division, elected Charles L. Barr, president, and Wallace D. Kimball and George A. Mohlman, vice presidents. Roy E. Johnson was elected director.

Extracting sweet and bitter orange oil in Haiti

Maison Haehner, Port-au-Prince, Haiti, has been experimenting in obtaining essential oil from sweet and bitter oranges. The Puerto Rico Experiment Station to which samples were submitted reported favorably on the oils.

NRDGA issues bulletin on new federal retail excise taxes

An analysis and interpretation of the various sections of the revenue act of 1941 with a special bulletin on the new federal retail excise taxes has been issued by the National Retail Dry Goods Assn. It is available at a nominal cost.

Soap premiums on the way out according to reports

Premiums, deals, one-cent sales and like merchandising practices are on the way out as a result of the withdrawal by the Lever Bros. Co. of all such selling aids, effective January 1. It is reported that Colgate-Palmolive-Peet Co. and Procter & Gamble Co. will make like decisions. Difficulty in handling such offers by self-service stores such as super markets is said to be responsible for this action.

Golf match in the rain fails to dampen Missouri club's enthusiasm

The final meeting of the Golf Section of the Associated Drug and Chemical Industries of Missouri, Inc., held at the Bellerive Country Club October 14, was a conspicuous success, despite the fact that it rained. After 18 holes in the rain the bedraggled golf enthusiasts were revived by artificial means prior to having dinner which was an occasion for much informal gayety. Harry White won the guest prize. Prize winners were: Paul J. Horton, George Streepey, Al Grosch, David B. White, Dan Sheehan, Ray Caulk and Ed. Cunningham.

Soap sales in nine months of 1941 equal average year's sales

In nine months ending Sept. 30, 1941, manufacturers' soap sales in the United States were practically the equivalent of an ordinary full year's sales. Tabulations of reports received in the Assn. of Soap and Glycerine Producers, Inc.'s, soap sales census from 79 manufacturers who make about nine-tenths of all soap made and sold in this country, show soap sales for these nine months aggregating $256,886,001. For 77 of these 79 manufacturers whose reports were comparable, soap sales for the nine months were 98.8 per cent of the sales reported by the same manufacturers in the entire year 1940, 94.9 per cent of the entire year 1939, 99.8 per cent of the entire year 1938, and 103 per cent of the entire year 1937. The nine months' sales of these same manufacturers were 27.6 per cent ahead of the corresponding nine months of 1940, 21.5 per cent ahead of the same months of 1939, 28.5 per cent ahead of the same months of 1938, and 30.6 per cent ahead of the same months of 1937.

The reports show that for three successive quarters in 1941, manufacturers' soap sales have been substantially higher than the average quarter of the five years 1935 through 1939. First quarter 1941 sales reported at $79,338,189 were 31.6 per cent above the average quarter; second quarter 1941 sales reported at $90,724,079 were 50.4 per cent above the average, third quarter 1941 sales reported at $86,096,061 were 42.8 per cent above the average. These three successive high quarters created the highest nine months sales in the seven years since the association's soap sales census began on January 1, 1935.

Third quarter 1941 sales of $86,096,061 were 5.1 per cent below second quarter 1941 and 39.1 per cent above the third quarter of 1940.

Third quarter 1941 soap sales other than liquid, reported at 811,798,624 pounds, were 8.9 per cent below the second quarter, 17.7 per cent above 1940 third quarter, and 29.2 per cent above the average quarter of 1935 through 1939.

Third quarter 1941 liquid soap sales, reported at 671,696 gallons, were 5.8 per cent below second quarter 1941, 45.6 per cent above third quarter 1940, and 56 per cent above the average quarter of 1935 through 1939.

New shampoo for gloves washes all kinds and types safely

A new glove shampoo that is said to permit the safe washing of all gloves regardless of color or type of skin or fabric is announced by the National Assn. of Leather Glove Mfrs., Inc., Gloversville, N. Y. Plans are about completed for merchandising the new shampoo.

Canadian T. G. M. A. learns how to eliminate war time rackets

Arthur R. Haskell, director of the Toronto Better Business Bureau, discussed war time rackets and how to eliminate them at the November 3 monthly meeting in Toronto of the Toilet Goods Mfrs. Assn. of Canada.

Plans for the Christmas celebration to be held December 8 at the Club Top Hat, Toronto, are being arranged by a committee composed of William Singer, Fred Maywood, Daniel Hannah, John Patterson, John Housley and John Sharman.

Roure Dupont, Inc. moves offices to 366 Madison Ave., New York

Roure Dupont, Inc., announces the removal of its offices to 366 Madison Ave., New York, N. Y., where more commodious facilities are afforded. The telephone number is VAnderbilt 6-5830.

Fair trade council prepares for active defense campaign

Evidence that opponents of minimum resale prices on trade marked merchandise are organizing a nation-wide attack on fair trade laws has caused the American Fair Trade Council to prepare for an active campaign of defense. Crichton Clarke, president since 1937, resigned to become legal advisor. John W. Scott of Grand Rapids, Mich., is now president of the council.

Women must be educated not to apply cologne to clothing

There is need for still further education of consumers not to apply perfume or cologne directly to clothes, especially those made of rayon, according to research conducted by Luxor Ltd., Chicago, Ill. The research started last June when a Chicago woman accidentally spilled a considerable amount of cologne on the front of her rayon jersey dress. The alcohol almost destroyed the color. Thereafter all types of rayon were tested and it was found that all lose color when cologne is applied. A survey was then undertaken to find out how many women apply cologne directly to the clothing. It was found that 23 per cent of the women questioned apply cologne either with an atomizer or by hand directly to the clothing.

Insecticide and disinfectant makers to meet in New York Dec. 1 and 2

The National Assn. of Insecticide and Disinfectant Manufacturers will hold its 28th annual meeting in the Hotel Roosevelt, New York, N. Y., December 1 and 2. The basic theme of the meeting will be centered around problems presented by the war such as shortages of raw materials and supplies. W. J. Zick, president and John N. Curlett, vice president, will preside.

California Cosmetic Assn. planning dinner-dance

Officers of the California Cosmetic Assn. are planning a dinner dance to be held the latter part of this month.

Agrees to cease using words "New", "New Discovery" and "Modern"

Lady Lennox Co., Memphis, Tenn., has agreed with the Federal Trade Commission to cease using the words "New", "New Discovery", "Modern" or words of similar meaning to describe Lady Lennox Hair Coloring, a hair dye product.

Limits to claims for vitamins in cosmetics set by FTC

In its order to Pond's Extract Co., New York, N. Y., the Federal Trade Commission covered the subject of the value and use of vitamins in cosmetics.

In that case the Commission findings are that since 1938 each ounce of the cosmetics described as "Pond's New Skin Vitamin Creams," consisting of a "liquifying" cream, a cold cream and a vanishing cream, and also its "Danya Lotion," has contained 3,100 Vitamin A units and 165 Vitamin D units, the Vitamin A having been described in advertising as a "skin vitamin" and as having the effect of nourishing the skin. It was also represented that by use of the lotion the skin vitamin was put into and stored up in the hands of the user.

According to findings, the company had also advertised that each of the creams was deep-reaching and when applied went right to the underskin of the user, the result having been that the underskin was stirred to vigorous action and kept active. Representations also were made that when one of the creams was patted into the skin of a user she felt the circulation freshened and stimulated, and dirt, makeup and other impurities within the skin were softened, loosened and lifted from the pores, liberating the underskin to function actively again. It was also represented that the use of such creams seemed to wipe away lines and blemishes and give to the skin a fresh, smooth appearance.

The Commission finds that the small amount of Vitamin A in the creams is in contact with the skin for such a short time that no effective absorption by the skin can take place, and even if the entire Vitamin A content of the cream applied should be absorbed by the skin and then carried into the blood stream, the effect would be of no consequence for the reason that its action would be systemic and not local. The Commission further finds that the company is not warranted in claiming that Vitamin A is the "skin" vitamin, for the reason that its activity is not limited to the skin, and its effect upon the skin in comparison with two other vitamins is of minor consequence.

Cold cream massaged into the skin, the findings continue, can affect the so-called underskin or true skin only to an extremely small amount, and the cream alone would have no effect on the underskin, as any action it would have could only be an emollient, smoothing and cleansing action on the surface of the skin. Lines and blemishes cannot be wiped away by the use of the creams. In fact, the findings are, the use of cold cream in cases of blemishes and comedones may add to the clogging of the pores and may make such conditions worse.

The company was ordered to cease and desist from representing that its creams or lotions have any added beneficial value by reason of their Vitamin A content; that the cold cream causes lines, wrinkles or blemishes to disappear or prevents their formation; that the cold cream has any appreciable effect upon the underskin, or leaves it free to function: and that dirt, makeup or other impurities below the surface of the skin may be softened, loosened, or lifted from the underskin through the use of the cold cream.

A new oil painting of Miss Clara Ogilvie, one of the firm of Ogilvie Sisters, featured the company's booth at the recent national hairdressers' association in New York City. The Scotch thistle, Ogilvie Sisters' trademark, formed the motif of the background.

Growing of aromatic plants in Central America

Dispatches state that an American business corporation, a private organization, with extensive and long established interests in Latin America, has asked the U. S. Government for assistance and cooperation in developing vertivert planting, and production of oil of rose and oil of lavender, in Guatemala, Honduras, Costa Rica, Ecuador and elsewhere. Rose and lavender culture are designed for the uplands of Ecuador and Guatemala. The U. S. Government also is quietly exploring possibilities, on its own account, in Paraguay, Colombia and Cuba.

National By Products Inc. launches new granulated soap

National By Products, Inc., Des Moines, Ia., has launched its new granulated soap Linal in the Des Moines market. Erik Lindhardt is president of the company and F. E. Joyce who perfected the process for making the soap, is in charge of production.

American Food Laboratories moves to new plant in Brooklyn

American Food Laboratories, Inc., announces the completion of its new plant and offices at 860 Atlantic Ave., Brooklyn, N. Y. The telephone is STerling 3-2100.

California perfume concern moves into larger plant

De Heriot, Inc., manufacturer of perfume and perfume products, has moved to a larger plant, at 1109 Green Acres Ave., Los Angeles, Calif., in order to meet a demand for expanded production.

Douglas Wakefield Coutlee wins two awards for outstanding service

For the fourth successive year, the Board of judges of the Direct Mail Advertising Assn. has selected Merck & Co., Inc., manufacturing chemists, Rahway, N. J., as one of the fifty direct mail leaders of the United States and Canada. This year the company also won the president's cup for "the most outstanding industrial direct mail campaign." Douglas Wakefield Coutlee, director of advertising for the company, received two awards at the association's annual convention banquet held at the Mount Royal Hotel, Montreal, Oct. 9.

Obituaries

Henry J. Bigger

Henry J. Bigger, general manager for the American Can Co., Canadian district, died Nov. 2, at his home in Hamilton, Ontario, at the age of 59 years. He is survived by his widow, three daughters and one son.

Mrs. Joanna A. Burke

Mrs. Joanna A. Burke, widow of Frank G. Burke, founder of the Manhattan Soap Co., New York, N. Y., died Nov. 3, at the age of 83 years.

George R. Webber

George R. Webber, manager of the package development department of Standard Brands, Inc., New York, N. Y., who was elected president of the Packaging Institute early in October, died at his home, Grantwood, N. J., Nov. 3, at the age of 51 years. He is survived by his widow, a daughter and two sons.

Trade Jottings

Primrose House offers a new lipstick shade. It is Carnival Nite, a purplish hue designed to accompany plum shades.

Faberge's has a fashion tie-up for its Aphrodisia perfume in the newly-named Aphrodisia satin, the same green shade as is used in the new jewel box for the perfume. The gold dusting powder box is topped with the same satin. Aphrodisia satin is available in a variety of evening accessories.

Kathleen Mary Quinlan's new make-up shade is New York. It is a deep red with a touch of russet, designed for wear with olive, brick and wood tones. New York comes in lipstick, cream and compact rouge.

Henriette, Inc., adds several jeweled cases to its line of compacts. Among the cases is one which has a jeweled train and several jeweled old-fashioned cars trailing across the bottom of the case; another has a jeweled dove with an enameled letter in his beak, and a third is decorated with an enameled and jeweled horse, caparisoned in gay trappings.

Germaine Monteil launches a new dusting powder, available in lilac or jasmine fragrances. It is tinted shell pink and comes in a streamlined ivory box with a square of lamb's wool.

Dorothy Gray announces that its new Oriental type of fragrance, Lady in the Dark, is the product of several years' research and that it is the most expensive perfume in its line.

Lengyel's Essence Imperiale Russe comes in a new three-ounce size.

Coty's perfume innovations include Ferris Wheel which holds five flacons of perfume, Weathervane on the revolving base of which rest four flacons, and Sleigh, adorned with bells, which contains two bottles. In the firm's holiday presentation, colorful cover papers are used, each one of the four Coty fragrances being identified by a particular color.

Volupté's new compact, Defend Your Country, carries a reproduction of the U. S. Army enlistment poster. The design is in blue, red and white enamel etched on a golden metal case.

Jaquet's name for its new lipstick shade is Fire Magic. It is a dark red.

Shulton, Inc., announces that its Christmas advertising campaign is the most extensive the firm has ever conducted. Sixteen national magazines and 38 rotogravure sections of newspapers throughout the country will carry insertions on Shulton products. Wesley Associates is the agency.

Tussy's annual sale of its Wind and Weather lotion will be held in January. The dollar size bottle will be offered for 50 cents.

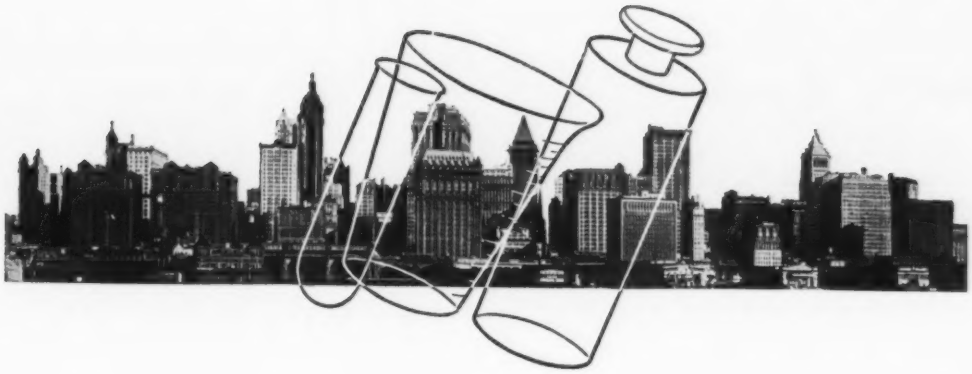
Frances Denney's new Night Life line comprises two sizes of perfume, cologne, toilet water, dusting powder, dusting sachet, sachet mit, bubbling over (bubble bath) in travel size and soap. The odor was introduced a year ago in cologne but since that time the new packaging motif has been devised and the line developed.

Charles of the Ritz' holiday packages includes the Happy Snowman which disguises Spur soap and dusting powder under a white snowman's suit.

Jacqueline Cochran announces that dollar gifts appear for the first time in the firm's enlarged holiday line. Snowmen and chimney designs are featured.

Xandra's new bath set includes a four-ounce bottle of cologne, Gift of the Sea Fragrance, and six Sea Moss bath cubes. Dark red and pink-tinged sea moss flowers are used for the packaging motif.

Elizabeth Arden's Winter Carnival of Beauty Fashions, presented to the press Oct. 15, featured physical fitness exercises done to the beat of a tom-tom drum, four original fashion designs inspired by the firm's make-ups—Magenta, Victory, Cinnabar and Evening Cyclamen—the new Thimble Curl and the Herb Bouquet rinse which is composed of 11 herbs. Christmas gifts were on display and they included the Merry Christmas Sleigh, new beauty cases, etc. The Lip-O-Scope, a wheel which indicates a woman's personality by analyzing the shape of her well-worn lipstick, shows six standard ways in which lipsticks are worn down, depending on whether the user is a go-getter, a creative or a magnetic, etc., type. Nine coiffures for 1941 also were shown.



Foreign Shipments on Way

NUMEROUS price movements were noted in essential oils, aromatic chemicals and other crude materials used in the manufacture of toilet preparations, soaps, flavors and cosmetics. Demand was active with manufacturers in many lines endavoring to take on larger quantities in preparation for the coming year-end holiday season. Substitution of some items which are extremely scarce, and steadily mounting costs of various raw materials caused a great deal of confusion throughout the period under review.

Basic Chemicals Scarcer

Basic chemicals used in the manufacture of aromatic chemicals including salicylates, isopropyl alcohol, chlorine, toluol, and various other items were all being diverted to products for the defense program, and it is feared that smaller quantities of these items will be made available for the manufacture of civilian goods.

Prospects concerning the retail demand for many finished products are bright, however, as defense spending is already influencing sales. Employment has been increasing and farmers have the best economic prospects in years. Retail sales in rural areas have continued at high levels making a better showing than in cities.

Peppermint Oil Prices Up

A development of interest in the essential oil market was the firmer tone displayed by most domestic products. Higher prices were received on peppermint oil from the country. While the demand here has been rather quiet it is believed that a further readjustment in quotations may be necessary if the firm conditions continue to prevail in the country. A rather sharp advance was noted in cedarwood and sweet birch oils. Labor conditions in the country were reported to be seriously affecting production of both Southern and Northern birch oils. Wormseed moved higher in price and tansy and erigeron displayed considerable strength.

Citrus Oils Steady

A series of advances in lime oil featured the citrus group. Every cable from West Indies was said to be higher than the preceding one. Mexican oil which ordinarily sells at below the West Indian oil was difficult to obtain from the primary center. No changes were noted in lemon or orange. Both oils were in good demand. Confectioners and manufacturers in the food trade were ordering large quantities.

Mexican linaloe and Brazilian bois de rose were selling at about the same level. Ordinarily bois de rose commands a premium over linaloe. Spice oils namely cassia, ginger, clove and cinnamon were scarce and firm.

Far Eastern Products Firm

Far Eastern products were strong, with menthol scoring sharp advances. No menthol has arrived from Japan for more than a year and little or no Chinese material has been available for several months or more. Considerable speculative interest developed as rumors were circulated about the market to the effect that the article will probably go well over $10 a pound. Ho oil is practically unobtainable as is linalyl acetate. Eucalyptol strengthened and safrol advanced to $1.75 a pound, more than five times its normal price. Resale prices on Japanese camphor strengthened somewhat. With a fairly good part of our requirements being taken care of from the output of synthetic material, however, the market was not as excited about menthol.

After displaying some signs of weakness during the early part of the period under review, Java citronella turned firmer. Other articles from the Dutch East Indies including vetiver and cananga displayed an upward trend.

Vanilla Beans on Way Here

More favorable prices are being quoted on vanilla beans on reports of a fairly substantial shipment from Madagascar. Fairly large orders have been booked in anticipation of this shipment which according to reports will probably reach here early in December. Practically the entire crop of Java beans is in transit to New York but most of these beans will go directly into consuming channels. Buying of green Mexican beans should soon get under way but the natives are asking very high prices. The prices quoted are about double those in force a year ago and it is believed that dealers will resist the higher quotations especially in view of the large shipment of Bourbon beans that is expected.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, and MARCH 3, 1933, of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, published monthly at Philadelphia, Pa., for October 1, 1941.

STATE OF NEW YORK } ss.:
COUNTY OF NEW YORK }

Before me, a notary public in and for the State and County, aforesaid, personally appeared J. H. Moore, who, having been duly sworn according to law, deposes and says that he is the Publisher of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, 9 East 38th Street, New York, N. Y. Editor, William Lambert, 9 East 38th St., New York, N. Y. Managing Editor, none. Business Manager, Harland J. Wright, 9 East 38th St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Robbins Publishing Co., Inc., 9 East 38th St., New York, N. Y.
J. H. Moore, 9 East 38th St., New York, N. Y.
J. H. Moore, Trustee, 9 East 38th St., New York, N. Y.
Estate of Floyd W. Parsons, 9 East 38th St., New York, N. Y.
F. C. Kendall, 9 East 38th St., New York, N. Y.
Natalie C. Kendall, Hardwell Road, Short Hills, N. J.
Florence P. Robbins, Dummerston, Vermont.
Merton C. Robbins, Jr., 9 East 38th St., New York, N. Y.
Marcus P. Robbins, 28 South St., Hingham, Mass.
Mary Elizabeth Robbins, 134 Cliff Avenue, Pelham, N. Y.
H. O. Andrew, 9 East 38th St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

J. H. MOORE.
(Signature of Publisher)

Sworn to and subscribed before me this 30th day of September, 1941.

ANNA L. HARTMANN.

(My commission expires March 30, 1943.)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	$4.25	Nom'l
S. P. A.	4.85@	5.25
Sweet True	2.25@	2.35
Apricot Kernel	.50@	.55
Amber rectified	1.90	Nom'l
Angelica root	150.00	Nom'l
Anise, U. S. P.	1.15@	1.25
Aspic (spike) Span.	3.50@	4.00
Avocado	.95@	1.00
Bay	1.25@	1.35
Bergamot	25.00@	
Artificial	4.00@	9.25
Birch sweet	2.40@	4.25
Birchtar, crude	.95	Nom'l
Birchtar, rectified	2.50	Nom'l
Bois de Rose	3.85@	4.25
Cade, U. S. P.	.85@	.90
Cajeput	1.15@	1.40
Calamus	18.00	Nom'l
Camphor, "white"	.30@	.35
Cananga, Java native	11.50@	11.75
Rectified	12.50@	12.75
Caraway	13.50@	14.00
Cardamon, Ceylon	30.00@	35.00
Cassia, rectified, U. S. P.	7.25@	8.00
Cedar leaf	1.15@	1.40
Cedar wood	.50@	.55
Celery	35.00@	40.00
Chamomile	110.00@	125.00
Cinnamon	10.00@	32.00
Citronella, Ceylon	1.15@	1.35
Java	.90@	1.00
Cloves, Zanzibar	1.30@	1.40
Copaiba	.60@	.70
Coriander	26.50@	30.00
Imitation	10.00@	12.00
Croton	3.00@	3.75
Cubebs	3.75@	4.00
Cumins	8.00@	10.00
Dillseed	5.50	Nom'l
Erigeron	2.20@	2.75
Eucalyptus	.67@	.81
Fennel, Sweet	3.00@	3.75
Geranium, Rose, Algerian	18.00@	20.00
Bourbon	18.25@	20.50
Turkish	3.25@	3.80
Ginger	16.50@	18.00
Guaiac (Wood)	6.25@	7.00
Hemlock	1.25@	1.35
Substitute	.55@	.60
Juniper Berries	15.00	Nom'l
Juniper Wood, imitation	.75@	.80
Laurel	5.00	Nom'l
Lavandin	6.00	Nom'l
Lavender, French	8.00@	11.00
Lemon, Italian	6.25	Nom'l
Calif.	3.25@	4.00
Lemongrass	2.25@	2.75
Limes, distilled	8.75@	8.90
Expressed	11.00@	12.50
Linaloe	3.85@	4.00
Lovage	85.00@	95.00
Marjoram	6.00@	17.00
Neroli, Bigarde, P.	340.00@	380.00
Petale, extra	375.00@	400.00
Olibanum	5.25@	5.75
Opopanax	20.00@	25.00
Orange, bitter	6.00@	6.25
Sweet, W. Indian	5.75@	5.90
Brazilian	2.90@	3.25
Calif. exp.	3.00@	
Orris root, con. (oz.)	19.25	Nom'l
Artificial	42.00@	
Orris root, abs. (oz.)	100.00	Nom'l
Pennyroyal Amer.	3.00@	3.50
European	3.80@	4.00
Peppermint, natural	3.85@	4.00
Redistilled	4.10@	4.25
Petitgrain	1.75@	3.00
Pimento	3.00@	8.00
Pinus Sylvestris	4.50@	5.00
Pumillonis	4.35@	4.80
Rose, Bulgaria (oz.)	22.00	Nom'l
Synthetic	30.00@	42.00
Rosemary, French	2.00	Nom'l
Spanish	1.25@	1.40
Sage	7.50	Nom'l
Sage, Clary	45.00	Nom'l
Sandalwood, East India	5.50@	6.00
Australia	5.80@	6.00
Sassafras, natural	1.25@	1.40
Artificial	1.20@	1.35
Snake root	8.75@	10.00
Spearmint	2.75@	3.00
Thyme, red	2.25@	2.30
White	2.35@	2.40
Valerian	30.00	Nom'l
Vetivert, Java	18.00@	20.00
Wintergreen	4.00@	8.00
Wormseed	2.50@	3.00
Ylang Ylang, Manila	24.00	Nom'l
Bourbon	15.00	Nom'l

TERPENELESS OILS

Bay	2.25@	3.00
Bergamot	49.00	Nom'l
Geranium	Nominal	
Grapefruit	60.00@	65.00
Lavender	18.00@	20.00
Lemon	25.00	Nom'l
Lime, ex.	68.00@	70.00
Distilled	62.00@	65.00
Orange, sweet	175.00@	190.00
Peppermint	8.75@	9.00
Petitgrain	2.90@	3.75
Spearmint	5.00@	5.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.60@	2.00
Acetophenone	1.80	Nom'l
Alcohol C 8	9.00@	13.00
C 9	22.00@	35.00
C 10	9.75@	13.50
C 11	17.50@	20.00
C 12	7.45@	15.00
Aldehyde C 8	22.50@	28.00
C 9	30.00	Nom'l
C 10	29.00@	35.00
C 11	21.25@	23.50
C 12	28.00	Nom'l
C 14 (so called)	9.50@	10.00
C 16 (so called)	8.25@	12.00
Amyl Acetate	.75	Nom'l
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.00	Nom'l
Amyl Salicylate	.85	Nom'l
Amyl Valerate	2.10	Nom'l
Anethol	1.20@	1.30
Anisic Aldehyde	3.10@	3.40
Benzophenone	1.10@	1.30
Benzyl Acetate	1.00	Nom'l
Benzyl Alcohol	.75	Nom'l
Benzyl Benzoate	1.10	Nom'l
Benzyl Butyrate	2.00@	3.10
Benzyl Cinnamate	5.25@	6.50
Benzyl Formate	3.60@	4.00
Benzyl-Iso-eugenol	10.00@	11.25
Benzylidenacetone	2.25@	3.40
Borneol	2.00	Nom'l
Bornyl Acetate	2.00	Nom'l
Bromstyrol	4.00	Nom'l
Butyl Acetate	.11@	.14½
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	6.10	Nom'l
Cinnamic Aldehyde	1.35	Nom'l
Cinnamyl Acetate	7.50@	9.25
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	4.75@	5.25
Citronellal	2.25	Nom'l
Citronellol	3.25@	3.75
Citronellyl Acetate	4.00@	5.10
Coumarin	2.75	Nom'l
Cuminic Aldehyde	11.25@	15.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.00@	6.15
Ethyl Acetate	.50	Nom'l
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	.90@	1.25
Ethyl Butyrate	.85@	1.10
Ethyl Cinnamate	3.50@	3.80
Ethyl Formate	.75@	1.25
Ethyl Propionate	.95@	2.00
Ethyl Salicylate	1.00@	2.00
Ethyl Vanillin	6.25@	6.50
Eucalptol	1.45@	1.50
Eugenol	2.50@	2.80
Geraniol, dom.	2.00@	3.50
Geranyl Acetate	2.25	Nom'l
Geranyl Butyrate	4.00@	5.75
Geranyl Formate	4.25@	6.25
Heliotropin, dom.	4.00	Nom'l
Hydrotopic Aldehyde	25.00@	27.50
Hydroxycitronellal	6.00	Nom'l
Indol, C. P. (oz.)	31.00@	35.00
Iso-borneol	2.00	Nom'l
Iso-butyl Acetate	1.50@	2.25
Iso-butyl Benzoate	2.00@	2.75
Iso-butyl Salicylate	2.60@	5.00
Iso-eugenol	2.95@	4.50
Iso-safrol	2.65@	3.00
Linalool	5.25@	6.10
Linalyl Acetate 90%	7.25	Nom'l
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	8.00@	8.50
Chinese	8.00@	8.50
Synthetic	4.50	Nom'l
Methyl Acetophenone	2.00	Nom'l
Methyl Anthranilate	2.30@	3.25
Methyl Benzoate	.85@	1.75
Methyl Cellulose, f.o.b. shipping point	Nominal	.60
Methyl Cinnamate	2.85@	3.25
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50	Nom'l
Methyl Heptine Carbonate	45.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	24.00@	30.00
Methyl Paracresol	2.50	Nom'l
Methyl Phenylacetate	2.25	Nom'l
Methyl Salicylate	.40	Nom'l
Musk Ambrette	3.85	Nom'l
Ketone	4.00	Nom'l
Xylene	1.25	Nom'l
Neroline (ethyl ester)	1.35@	1.80
Paracresol Acetate	2.50	Nom'l
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	6.50@	8.50
Phenylacetaldehyde 50%	2.80	Nom'l
100%	4.50	Nom'l
Phenylacetic Acid	2.00	Nom'l
Phenylethyl Acetate	3.00@	5.00
Phenylethyl Alcohol	2.75@	3.50
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	6.50@	10.00
Phenylethyl Propionate	5.00@	6.50
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	17.50
Phenylpropyl Acet.	10.00	Nom'l
Santalyl Acetate	20.00@	22.50

(Continued on p. 85)

(Continued from p. 83)

Skatol C. P. (oz.)	5.50@	8.00
Styralyl Acetate	3.50	Nom'l
Styralyl Alcohol	9.25@	12.00
Terpineol, C. P.	.30@	.42
Terpinyl Acetate	.90@	1.20
Thymene	.45@	
Thymol	2.35@	2.50
Vanillin (clove oil)	2.60@	2.75
(guaiacol)	2.15@	2.30
Lignin	2.35@	2.55
Vetivert Acetate	25.00	Nom'l
Violet Ketone Alpha	8.50@	14.00
Beta	8.50@	10.00
Methyl	6.00@	8.00
Yara Yara (methyl ester)	2.00	Nom'l

BEANS

Angostura	2.40@	2.65
Tonka Beans, Surinam	.80@	.85
Vanilla Beans		
Mexican, whole	13.50@	14.00
Mexican, cut	12.00@	12.50
Bourbon, whole	12.00@	12.50
Java	10.50@	11.00
South American	12.25@	
Tahiti	6.00@	7.15

SUNDRIES AND DRUGS

Acetone	.10	Nom'l
Almond meal	.25@	.27
Ambergris, ounce	17.00@	20.00
Balsam, Copaiba	.35@	.37
Peru	1.45@	1.50
Beeswax, bleached, pure		
U.S.P.	.57@	.59
Yellow, refined	.52@	.55
Bismuth sub-nitrate	1.20@	1.22
Borax, crystals, carlot ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00
Calamine	.18@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.09@	.10
Camphor, Natural	1.20	Nom'l
Domestic	.65@	.78
Castoreum	13.00@	26.00
Cetyl Alcohol	1.50@	2.00
Pure	1.85@	2.25
Chalk, precip.	.03½@	.06½
Cherry laurel water, carboy	5.75@	6.25
Citric Acid	.21	Nom'l
Civet, ounce	28.00@	49.00
Clay, Colloidal	.07@	.15
Cocoa butter, lump	.25@	.27
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drums	.20@	.22
Gum Arabic, white	.42@	.45
Amber	.20@	.22
Gum Benzoin, Siam	2.00@	2.25
Sumatra	.25@	.28
Gum galbanum	1.65@	1.80
Gum myrrh	.55@	.65
Henna powd.	.37@	.38
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.23@	.25
Anhydrous	.25@	.27
Magnesium, Carbonate	.09@	.10¾
Stearate	.24@	.27
Musk, ounce	38.50@	40.00
Olibanum, tears	.25@	.30
Siftings	.09@	.13
Orange flower water, carboy	8.75@	9.00
Orris root, powd.	2.75	Nom'l
Paraffin	.06¼@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06¼@	.08½
Quince seed	1.50@	2.00
Rice starch	.09@	.10
Rose leaves, red	5.00	Nom'l
Rose water, carboy	6.50@	8.00
Rosin, M. per cwt.	3.25@	
Salicylic acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40°, drum, works, 100 pounds	.80@	1.20
Soap, neutral white	.20@	.25
Sodium, Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.24@	.26
Stearate zinc	.30@	.31
Styrax	2.25@	2.50
Tartaric acid	.64	Nom'l
Tragacanth, No. 1	3.50@	4.00
Triethanolamine	.34½@	.42
Violet flowers	1.75@	2.00
Zinc Oxide, U. S. P. bbls.	.25	Nom'l

OILS AND FATS

Castor No. 1, tanks	.11¾@	
Cocoanut, Manila Grade, tanks	.07½	Nom'l
Corn, crude, Midwest mill, tanks	.11¾	Nom'l
Corn Oil, distilled, bbls.	.15	Nom'l
Cotton, crude, Southeast, tanks	.11⅝@	
Grease, white	.09⅛@	.09¼
Lard	.10½@	.15½
Lard oil, common, No. 1 bbls.	.13@	
Palm, Niger, drums	.08½@	
Peanut, refined, barrels	.15¾	Nom'l
Red Oil, distilled, tanks	.11¼@	
Stearic acid		
Triple pressed	.17@	.18
Saponified	.17¼@	.18¼
Tallow, acidless, barrels	.13@	
Tallow, N. Y. C., extra	.09@	
Whale oil, refined	.10¾@	

Use of words "Paris" and "France" again condemned by FTC

The use of the words "Paris" and "France" by a perfumer in the United States who has no place of business in France and who compounds his products from essential oils imported from France was again condemned by the Federal Trade Commission in an order issued to John H. Davis and Dale S. Davis, trading as Normandie et Cie, Watertown, Boston, Mass.

The Commission finds that the Davises use various names, legends and statements purporting to be descriptive of their products and of the place of origin or manufacture. Cartons in which their perfumes are displayed and sold bear the legend "Made in France," and the concern also encloses with each vial of perfume a small folder or circular on which the words "Paris" and "France" are prominently displayed. Letterheads and invoices used bear the statement: "NORMANDIE ET CIE, 11 Rue des Champs Asnieres, pres Paris, France."

The Commission finds that the firm imports from France certain perfume essences or compounds in bulk and then adds to such materials domestic alcohol, the imported essences constituting approximately 25 per cent of the finished perfume product. After the manufacture of the perfume has been completed by the addition of the alcohol, the concern bottles the perfume in new bottles. All of the bottles in which the perfume is packaged are manufactured in the United States and the advertising matter enclosed in the cartons is prepared and printed in the United States. Findings also are that the firm does not have a place of business in France or in any other country outside the United States.

The respondents were ordered to desist from using the terms "Paris," "France," "Made in France," or "Imported" to designate or describe products which are made or compounded in the United States, or otherwise representing that such products are manufactured in or imported from France provided, however, that the country of origin of the various ingredients of such products may be stated when immediately accompanied by a statement that such products are made or compounded in the United States; using any French or other foreign words or terms to designate or describe products made or compounded in the United States, unless there appear in connection or conjunction therewith other words in English clearly stating that such products are made or compounded in the United States; and from using the words "11 Rue des Champs, Asnieres, pres Paris, France" or "U. S. Sales Division" in connection with the trade name, or otherwise representing that they have a place of business in France or in any country other than the United States.

Food processors granted A-10 rating for repair parts

John S. Hall, counsel for the Perfumery Soap and Extract Assn. of Chicago has sent out the following: The Office of Production Management issued order P-22 which grants preference rating to "plants engaged in any of the following: milling, refining, preserving, refrigerating, wholesaling or storing of food for human consumption or livestock feed," for repair parts and material for equipment and machinery.

The order, in part, provides that manufacturers, processors, etc., desiring preference rating, merely endorses on his purchase order or contract the statement, "Purchase order for repair or emergency inventory preference rating A-10 under Preference Rating Order P-22."

No application need be made to Washington or elsewhere; the priority order is automatic if the processor qualifies. Protection against abuse by those not entitled to preference is provided by penalties.

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows: Business Opportunities, $1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

BUSINESS OPPORTUNITY

WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filter; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer and Essential Oil Review.

MANUFACTURERS: Can use closeouts in cosmetics and novelties. Cash. United Specialty Co., 2032 Euclid, Cleveland, Ohio.

HELP WANTED

WANTED SALESMAN of established line of flavoring extracts, emulsions, aromatic chemicals and specialties. State qualifications and experience. Write Box 2398, The American Perfumer and Essential Oil Review.

Former French manufacturer of Swans Down powder puffs, newly established in New York. Looking for a representative to call on drug stores, perfume and cosmetic supply clientele. Write Box 2399, The American Perfumer and Essential Oil Review.

SITUATION WANTED

CHEMIST, PH.D., 37, many years' experience organic chemicals, perfume compounds, cosmetics, desires to change. Research, development preferred. Write Box 2397, The American Perfumer and Essential Oil Review.